
Aiming to Develop Technology for Protecting People

Keiichi Kitamura Executive Operating Officer

In recent years, more and more products and information have become available and accessible to people, and our lives have become much more convenient. On the other hand, environmental problems keep emerging such as global warming and air pollution caused by the large-scale use of fossil energy and ocean pollution caused by plastic waste.

Against such a backdrop, organizations all over the world have launched initiatives aimed at protecting people and environments. Such examples include: Sustainable Development Goals (SDGs) defining 17 goals to be achieved by 2030; RE100, an initiative committed to shifting the electricity used in business activities to 100% renewable energy by individually set deadlines; EP100, an initiative to have more than 100 companies all over the world improve their energy efficiency by 50% by 2030.

Under our corporate philosophy of “aiming to help all people achieve happiness,” we focus on three technology topics in developing our products: technology for protecting the global environment, technology for using new energy sources and saving energy, and technology for protecting people’s health and safety. These technologies have a deep connection with technology for protecting people.

1. Promoting the use of renewable energy

One of our goals is to develop products that promote the use of renewable energy, including solar power, wind power, and biomass, to protect people from worsening conditions in living environments caused by global warming and environmental pollution. This aligns with one of the SDGs of “affordable and clean energy.”

For example, our power conditioners (renewable energy inverters) can efficiently convert power generated through photovoltaic power generation, wind power generation, hydroelectric power generation, and other forms of renewable energy into usable electricity, delivering clean energy to people all over the world. We will continue to develop a variety of power conditioners that make use of renewable energy. In addition to promoting the use of renewable energy through product development, we also aim to increase the ratio of renewable energy used to power our production factories.

2. Promoting energy conservation

Initiatives to save energy have become crucial in providing everyone with energy and protecting our living environments. In addition to developing eco-efficient products capable of high performance with less energy, we also aim to manufacture products in a way that reduces the amount of waste generated during production processes, reuses and recycles our products, and makes use of environmentally-friendly materials to bring our energy conservation efforts to the next level. We also continue to engage in initiatives to reduce the amount of energy used in our production processes. For example, we reduce the amount of energy required for production by designing products that can be manufactured more easily and by building efficient production lines.

3. Protecting people's lives and livelihoods from natural disasters

Power is crucial in protecting the lives and livelihoods of people during a natural disaster. Our power generation vehicles have been used to provide power in the event of a natural disaster. Our blowers have been used in the suction of smoke detection systems to prevent fires, and our stepping systems can be found in equipment that secures water in regions experiencing droughts. We will continue to develop highly reliable products that can be relied on not only to maintain our daily lives, but also in times of emergency.

4. Protecting people's health and safety

The products from our company's three business divisions can be found in many kinds of electrical equipment and the machines that produces the electrical equipment, playing important roles in ensuring the health and safety of people.

For example, several of our products can be found in a CT scanner. Our servo systems are used to drive its patient table, our fans are used to cool internals, and our UPSs are used as power backup. For production equipment, the safety functions of our servo amplifiers are used to control industrial robots, playing a role in protecting people's safety.

We will continue to provide products that have technology best suited to our customers' electrical equipment and production equipment, aiming at manufacturing that protects people's health and safety at a higher level.