

Dynamism of New Japan Radio Co., Ltd. in 21st Century



Kazuhiro Kume
President



This fiscal year saw the electronics industry suffers unprecedented contraction in market size and drops in profits. However, we are still confident that IT is the key to restoring the electronics industry, which is expected to grow with emphasis on digitization, higher speeds, larger capacities, and networking. The semiconductor industry is expected to grow along these lines and we must follow these same lines too as part of the semiconductor industry.

To meet these trends, we will provide various products based on microwave technology for information carriers and on semiconductor technology for information processing.

Over the last several years, New Japan Radio Co., Ltd. has promoted its production innovation campaign to improve customer service and strengthen production efficiency and finances. As a result, product lead times have been cut by 20% to 30% along with cost reduction and in-process inventory reduction. In parallel with this campaign, we are presently expanding the area for effective utilization by constructing a daily settlement system providing monthly settlement figures on the second day of the following month. This will provide instant checks of business performance, helping to make speedy and accurate management decisions. The ultimate goal of daily settlement is to change our way of doing day-to-day business and to provide responsive development of new products and new technologies that meet customers' needs.

Product development-Semiconductors

Standard ICs: Especially our mainstay analog ICs, user demand for higher speed and higher precision is becoming strong. We will foster development of new operational amplifiers and power supply ICs meeting these demands. In our specialty audio field, we are marketing our original surround technology 'eala'. Our customers value this technology for its clear natural sound and it is in increasing demand for digital AV products. Therefore, we are confident that the analog market will expand even as digitization grows.

ASSPs (Application Specific Standard Products): Our mainstay product is the LCD driver and we are now promoting development of a color LCD driver for cellular phones. We are facing an uphill battle due to a worldwide slowdown in growth in the cellular-phone market but when demand for color grows in Europe and America, demand for our LCD driver is expected to increase. Demand for multifunctionality is becoming strong in the traditional monochrome LCD driver and we are responding positively. We have also commercialized an IC for class-D amplifiers.

Microwave & optoelectronic devices: We are now supplying GaAs products for domestic cellular and PHS phones. We are developing and supplying multifunctional GaAs products with high performance due to growth of the dual band and dual mode. We will also put our energies into developing power amplifiers and high-performance switches to enter a new field to apply them. Furthermore, we will respond to the strong demand from Europe for modularization.

For future business in the semiconductor field, we will foster new businesses based on DSP (digital signal processing) technology. At present, the nearest target is the audio processor, but we will also apply DSP technology to motor control ICs, etc., as original products.

Product development-Microwave

In microwave-related products, we faced an uphill battle this fiscal year due to shrinkage of the American communications market by the global IT slump. However, ODU (outdoor unit) for VSAT (satellite communications) in Europe and America is a promising future product, and we will develop Ka-band (30 GHz) products for the high-speed and large-capacity IP application, in addition to the traditional Ku-band (14 GHz) products, thus securing a technological edge over competitors in terms of performance and reliability. Also, ODU for FWA (terrestrial communications) is receiving attention because it is expected to become a big future worldwide market, so we have decided to supply ODU to the domestic consumer market in addition to the traditional overseas markets. This product will emerge as big business from next fiscal year.

In our dramatically changing modern society, we will bear in mind that we must contribute to society as a company with presence. We hope for your continued future support.

August 2002


Kazuhiro Kume
President