

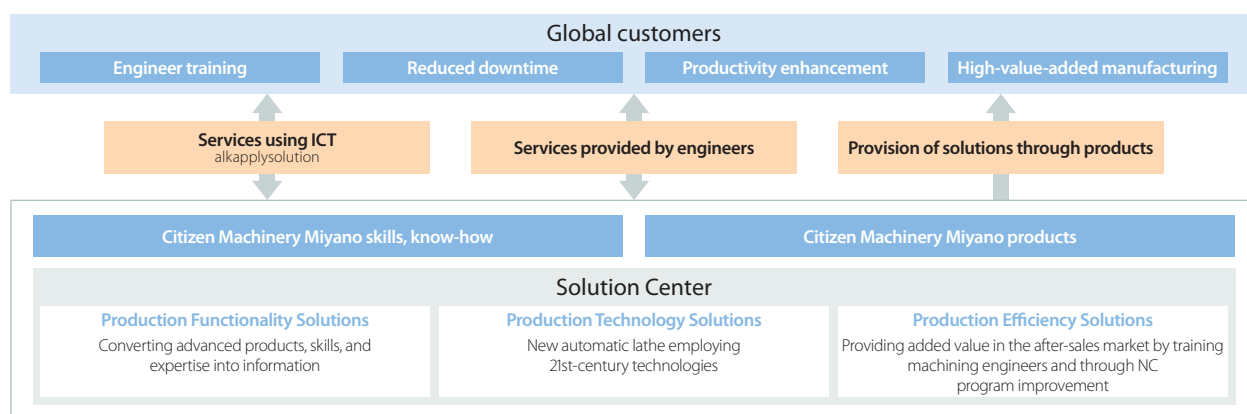
Products and Skills, Know-how, Data Promoting Solution Businesses

The Japanese market for the machining of precision parts faces a number of issues, including the need to curtail costs in response to the rise of emerging markets and a shortage of engineers. Resolving these issues and providing customers with value-added services requires a new approach. This belief is behind the decision at Citizen Machinery Miyano—which develops, manufactures, and sells machine tools—to combine the extensive know-how and data it has amassed over the years with products to provide customers with new “solution business” services that address their needs.

Providing New Value via Solutions Businesses

The rise of emerging economies has led to fierce price competition in the Japanese market for machine tools. But rather than become embroiled in this competition, we believe a better approach is to elevate Japanese manufacturing itself to a new level. Japan's edge derives from its utilization technologies. Our company has amassed skills, know-how, and data over more than 30 years in the areas of equipment maintenance and machining technology. By combining these assets

with products, including machines that are already in operation, we should be able to deliver increases in equipment utilization rates and productivity, as well as contributing to the cultivation of human resources. In addition to equipment, our competitive advantage lies in the answer to the question of how we employ utilization technology, making additional high-value-added business initiatives possible for our customers. The sort of solution business that Citizen Machinery Miyano envisions involves solutions that provide new added value to customers and transform utilization technologies and production systems.



Shigeo Yanagidaira

General Manager
Solution Business Development Dept.
Citizen Machinery Miyano Co., Ltd.



Operating as a New Type of Manufacturing Company That Conducts “Individual Mass Production”

Our “alkappysolution” service makes effective use of accumulated skills and expertise. This service employs information and communication technology (ICT) to provide customers in remote locations with support in restoring operations and offer advice on ways to boost productivity. This approach contributes to the sharing of know-how and reduced downtime. We also customize our technologies to address each customer’s needs.

We believe that we offer one of the world’s most leading-edge innovative production solutions, realizing our mantra of “individual mass production.” By “individual mass production,” we refer to innovative manufacturing that at once separates and fuses the contradictory notions of “individual” and “mass.” Expressing new value created with an innovative manufacturing system, this approach provides the foundation for the new type of manufacturing company Citizen Machinery Miyano aims to become.

Going forward, we aim to form sustainable partnerships with our customers, provide added value, and contribute to Japanese manufacturing.

VOICE

By “contributing to society through products,” Citizen seems to be answering our wishes.

We have used Citizen’s machine tools for many years, and upon hearing that the company’s solutions business is focusing on the production of higher-value-added products, I am convinced that Citizen must be listening to our thoughts. Specifically, we hope to pare down the massive operating manuals and use video to augment personnel training. We will introduce this system for front-end products, adding on the spirit of our company’s know-how. We will take advantage of the time and cost savings to concentrate on the manufacture of high-value-added products. Because I know of Citizen’s past successes, such as its full servo system that does not use hydraulic pressure and its leading-edge, eco-friendly products, I feel certain that its solution business will have a positive impact on our operations.



Mr. Yukinori Ideta
President and CEO
Ideta Seisakusho Co., Ltd.