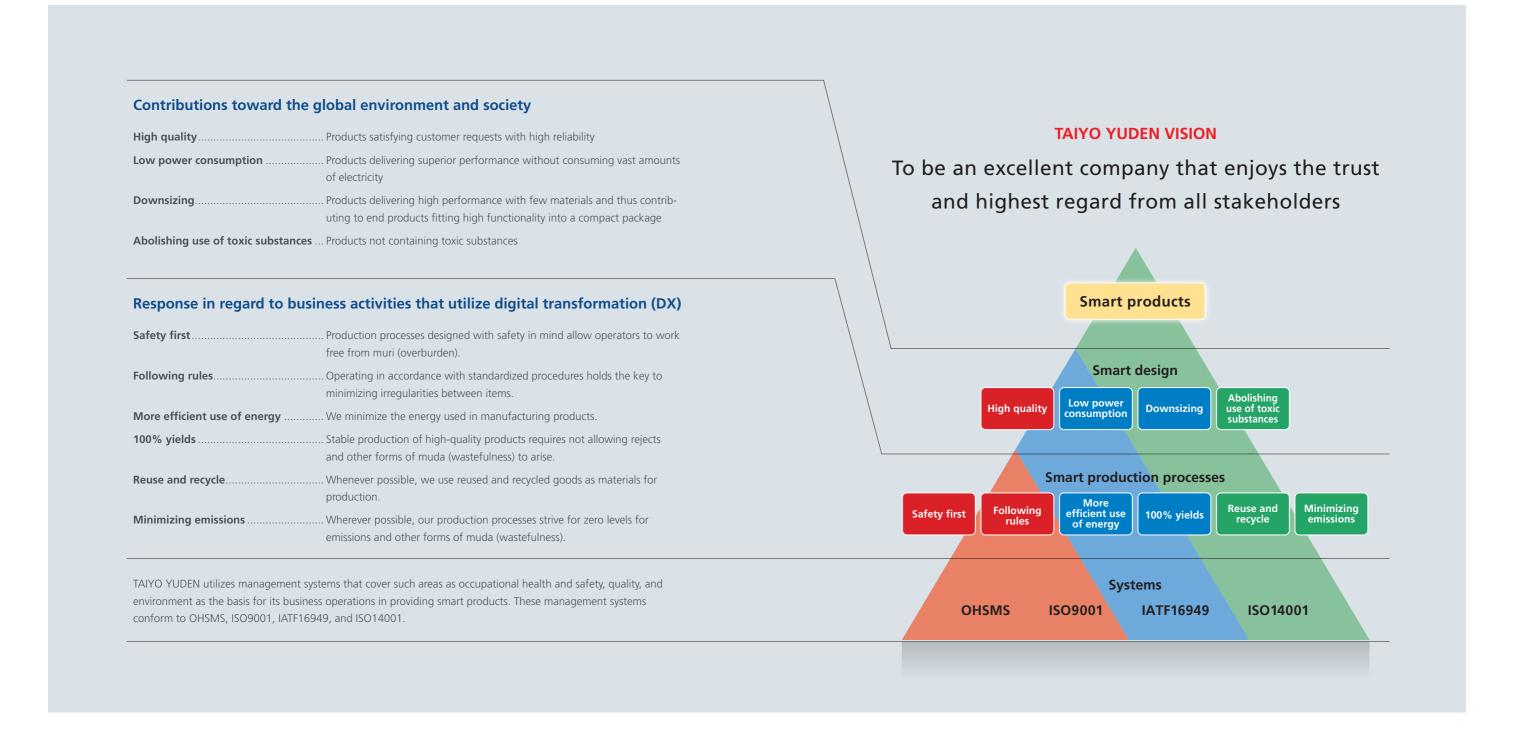
Smart Product Development System

TAIYO YUDEN proactively promotes the development of Smart Products that reduce environmental impact by eliminating the three M's - muda (wastefulness), mura (inconsistency), and muri (overburden).

The Smart Products that we have in mind reflect environmental considerations not just when they are used, but at all stages from design through production, sales, and incorporation into the final product right up to final disposal. This means eliminating what in Japanese are called the three M's - muda (wastefulness), mura (inconsistency), and muri (overburden) - over the entire life cycle of products to give them value for the customer, the local community, and our employees.

The first step is using management systems for occupational health and safety, quality, environment and other aspects as development and promotional tools to create Smart Processes that eliminate the three M's; the second, taking usage and final disposal into due consideration, reducing the environmental impact to create Smart Design. These key concepts of Smart Processes and Smart Design lie behind TAIYO YUDEN Group's approach to developing Smart Products.



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