

# Technologies and Engineers' Passion

## Supporting Panasonic

We must promptly launch technological cooperation with US manufacturers so that we do not lag behind our competitors.

Founder

Touring Company A's factory

We must get high royalties.

All right! If you insist, then I will leave it up to you!

These are better than US-made batteries!

With our engineers' enthusiasm, battery development was completed in just one year.

Japanese-made dry batteries malfunction no matter what the season.

Why? What should we do?

Tetsujiro Nakao

Company A Company B

Two major dry battery manufacturers

The only solution is to develop batteries in-house!

Although batteries made by Company B are better, they have already signed a partnership with another Japanese manufacturer.

Discreetly made the necessary preparations

With high royalties, we cannot make products desired by customers!

Please let us make our own!

Now that we are entrusted with this task, we will work to create lower-priced, better products for the good of society!

Products were released almost simultaneously with the Japanese manufacturer who partnered with Company B!



### Tetsujiro Nakao, whom the founder called an extraordinary individual

Observe things with an open mind.

Follow principles.

Make and test products on one's own.

Essence of technology

Consistent with the Basic Business Philosophy

Panasonic Group engineers strive to earn the Nakao Memorial Awards among the Panasonic Technology Awards, which are intended to pass on Nakao's spirit of an engineer!

Engineers must also demonstrate enthusiasm from a customer's perspective!



Passion creates products (innovation).

If you want to get to the second floor, you will devise a ladder to get there.

Knowledge → Use

He taught this process and developed younger engineers.

One's personality, insights, and perspectives all constitute the spirit of an engineer.

New technology!

For customers' benefit?

Better cost performance?

Better product performance?

Evaluate technology from the viewpoint of a customer, not an engineer.

Think about value from a customer's perspective.

Yuki Kusumi,  
Group CEO

