

GOOD MORNING, LADIES AND GENTLEMEN.

I AM TADAHIKO SUZUKI, THE ASSISTANT GENERAL MANAGER OF THE TV DIVISION. FIRST OF ALL, I EXTEND WARM GREETINGS FROM OUR GENERAL MANAGER, MR. ISHIGAKI, WHO IS VERY SORRY HE CANNOT BE (HERE IN PERSON) TODAY. DUE TO CIRCUMSTANCES BEYOND HIS CONTROL, IT WAS IMPOSSIBLE FOR HIM TO COME AT THIS TIME. HOWEVER, I AM VERY PLEASED TO BE ABLE TO TAKE HIS PLACE TODAY. WE HAVE BEEN A GOOD TEAM FOR SEVERAL YEARS, NOW AND I PROMISE TO RELAY ^(vitei) ALL THE INFORMATION THAT HE WANTED TO GIVE YOU.

IN 1981 298,000 CTV SETS WERE SOLD IN EUROPE. THIS IS 23% MORE THAN THE YEAR BEFORE. I ^(ko:rojot) CORDIALLY THANK YOU FOR YOUR (GREAT MARKETING EFFORTS.) IN 1982 WE ARE FACED WITH A VERY SEVERE SITUATION, HOWEVER, WE ARE EXPECTING A 400,000 (SALES QUANTITY.) IF WE WORK TOGETHER, I BELIEVE WE CAN ACHIEVE THIS TARGET. I ASK FOR YOUR (UTMOST CO-OPERATION.)
(atmoust)

AS YOU KNOW, THE CTV MARKET IS A BIG MARKET, IN EUROPE, AND IT IS GROWING STEADILY. ON THE OTHER HAND, THE SITUATION IS GETTING MORE DIFFICULT THAN LAST YEAR BECAUSE OF THE (SEVERE ECONOMIC CONDITIONS) AND (TRADE OBSTACLES) ^(obstaclet) SUCH AS THE NEW FTZ, STEREO PATENTS, THE (IMBALANCED IMPORT/EXPORT PROBLEM) BETWEEN THE EC AND JAPAN. ALSO, IN ADDITION TO ALL THIS, THE (TECHNOLOGICAL ENVIRONMENT) AROUND CTV SUCH AS STEREO BROADCASTING AND TELETXT IS (DEVELOPING DIFFERENTLY) IN EACH COUNTRY, BECAUSE OF THE CONDITIONS OF (EACH PARTICULAR COUNTRY.)

WE BELIEVE THAT OUR CTV BUSINESS (IS GOING TO BE DIVIDED) INTO DIFFERENT CATEGORIES, THE RECEIVER CATEGORY LIKE ^{CONVENTIONAL TV} KV, A VIDEO DISPLAY CATEGORY LIKE PROFEEL AND SYSTEM PRODUCTS.

① AS THIS CHART SHOWS, (WITH THE EXCEPTION OF SHF), THE CTV BUSINESS IS GREATLY INFLUENCED BY THIS CHANGING TECHNOLOGICAL ENVIRONMENT.

THEREFORE, SINCE WE ARE IN THIS SITUATION, THE TV DIVISION HAS TO BE ABLE TO CORRESPOND^(kɔːrɪsˈpɒnd) TO THESE (ENVIRONMENTAL CHANGES) WHICH ARE CREATING NEW DEVELOPMENTS IN THE CTV BUSINESS. I WOULD NOW LIKE TO EXPLAIN THE TV DIVISION'S (PLAN OF ACTION) IN COPING^(kɒpɪŋ) WITH THIS SITUATION.

FIRST OF ALL, THE DESIGN HAS TO BE ONE THAT WILL BE PROOF OF (TRINITRON'S HIGH PERFORMANCE.) I'M SORRY THAT THERE WERE SOME PROBLEMS WITH PICTURE QUALITY LAST YEAR, IN OUR TVs. HOWEVER, THIS WAS NOT DUE TO FAULT IN THE TRINITRON SYSTEM, ITSELF. IT WAS A DESIGN PROBLEM^(ˈdɪz.aɪn) THAT CAN BE IMPROVED ON, IF WE TAKE CAREFUL MEASURES. WE'LL DO OUR BEST TO GET A MUCH HIGHER REPUTATION FOR TRINITRON BY CORRECTING SUCH PROBLEMS.

② PLEASE LOOK AT THIS CHART, TO GIVE TRINITRON A MUCH HIGHER REPUTATION, WE HAVE THESE ALL THESE INGREDIENTS^(ɪŋˈɡrɪdiənts) FOR INCREASING OUR PICTURE QUALITY. (JUST TO GIVE YOU A FEW EXAMPLES, WE HAVE NON-LINEAR APERTURE CORRECTION, VERTICAL APERTURE CORRECTION, FINE PITCH CRTS, ^{and} PICTURE CLINIC CIRCUITRY, HIGH FOCUS TRINITRON, DIGITAL R.G.B INTERFACE, NEW LOW COST ICs, AND MORE THAT ARE SURE TO INCREASE OUR TRINITRON'S REPUTATION.

③ SECONDLY, WE'RE MAKING EFFORTS TO DEVELOP A (MUCH BETTER SOUND QUALITY), A SOUND QUALITY SO GREAT, THAT IT CAN BE CONSIDERED A GOOD SALES POINT. IT HAS BECOME NECESSARY TO IMPROVE THE SOUND QUALITY IN (THE FIELD OF CTV RECEIVERS), BECAUSE THERE ARE NOW (SO MANY MORE DIFFERENT PROGRAM SOURCES.)

"BETTER SOUND QUALITY" OF COURSE, MEANS THE SOUND QUALITY OF THE RE-PRODUCTION SYSTEM, THE VOLUME AND A (PLEASING SOUND) TO THE EAR, WHICH ALL DEPENDS ON THE SOUND SYSTEM. ACCESSORIES LIKE WIRELESS HEADPHONES, IN APPEALING DESIGNS, MAY BE AN ADDITION THAT WILL SUGGEST HIGHER SOUND QUALITY.

THIRDLY, WE'RE GOING TO PUT GREATER EFFORTS INTO SOPHISTICATED DESIGNS. I THINK (THE FACE OF THE CRT) IS ONE OF THE BEST CHARACTERISTICS OF OUR TRINITRON, BECAUSE OF ITS (FLAT CYLINDRICAL FIGURE) AND (SHARP CORNERS). IF WE ADD A (SOPHISTICATED APPEARANCE) TO OUR TRINITRON'S FINE PICTURE QUALITY, IT WILL NO DOUBT PROVE TO HAVE SUPERIOR ^(dominance) DOMINANCE. THIS MATTER OF (SOPHISTICATING TRINITRON'S DESIGN) IS SO IMPORTANT TO US, THAT WE ARE CONSIDERING (USING THE BENEFITS OF OTHER COST REDUCTIONS MEASURES), IN THIS AREA.

THE 4TH POINT IS COST REDUCTION. LAST YEAR AS A COST REDUCTION MEASURE, WE BEGAN, WHAT WE CALL THE (P) PROJECT. THIS PROJECT INCLUDES ALL DIVISIONS FROM DEVELOPMENT, AND DESIGN, TO PRODUCTION. IN THIS PROJECT WE'RE AIMING AT (REDUCING SERVICE CALLS) FROM 8% TO 5%, AND (CTV ASSEMBLY TIME) FROM 1.4 HOURS TO 0.8 HOUR. FOR EXAMPLE, IN KV-1945RS, A SONAM MODEL, THE (ASSEMBLY TIME) WILL BE GRADUALLY REDUCED FROM 133.5 MINUTES TO ⁸⁰ 79.9 MINUTES AND FINALLY TO 27.2 MINUTES. IN ORDER TO (EFFICIENTLY CARRY OUT THE P-PROJECT) WE ESTABLISHED A (PRODUCTION SYSTEM PLANNING GROUP) LAST YEAR.

OUR TV DIVISION IS DOING ITS BEST TO FOLLOW THE (ABOVE PLAN OF ACTION.)

FOR YOUR INFORMATION, IN THE UNITED KINGDOM AND THE NETHERLANDS, TELETXT MODELS HAVE BEEN INCREASING, AND IN WEST GERMANY, THE STEREO MARKET IS EXPANDING RAPIDLY. THIS ALSO SEEMS TO BE THE TREND IN OTHER COUNTRIES AROUND WEST GERMANY, EVEN ITALY.

IN SOSA AND THE FRENCH MARKET, THE NEED IS CLEAR FOR BOTH (PAL AND SECAM MODELS,) AND ALSO A NEED FOR (SMALL SCREEN SIZED MODELS) IN BOTH OF THESE COUNTRIES PLUS THE UK. TO SATISFY THESE MARKET NEEDS, THE TV DIVISION IS PREPARING MANY TELETEXT AND STEREO MODELS, WE WILL INTRODUCE PROFEEL AND FINE PITCH TRINITRON AND HAVE BEGUN TO PRODUCE A 16" MODEL AT THE SONY WEGA PLANT.

MEANWHILE, TO STRENGTHEN OUR (TRINITRON CTV), I THINK WE NEED A (GOOD MODEL DISTRIBUTION STRATEGY). FOR EXAMPLE, A (GOOD MODEL COMBINATION) TO MEET THE NEEDS OF EACH MARKET. WE NEED BOTH, (PAN-EUROPEAN MODELS) AND (WORLDWIDE MODELS). THEREFORE, THE TIME HAS COME TO INTRODUCE OUR NEW (FAMILY DESIGN MODELS). (LIKE XR AND EX).

AS I EXPLAINED RIGHT NOW, TO ACHIEVE THE TARGET OF (A 400,000 SALES QUANTITY), WE TV DIVISION, ARE MAKING GREAT EFFORTS FOR THE IMPROVEMENTS OF THE PICTURE/SOUND QUALITY, (THE REFINEMENT OF THE DESIGN, THE UTMOST COST REDUCTION,) IN ADDITION TO THE (MORE EFFICIENT PRODUCT PLANNING) FOR EACH MARKET. [REDACTED]

[REDACTED] LOOKING FORWARD TO THE CONTINUATION OF (YOUR GREAT MARKETING EFFORTS.)

THANK YOU.