

## B&I Meeting Opening remarks

on May 30, '90  
by Mr. T. Suzuki, General  
Manager of PV-1  
from 9:00am

*morning*  
Good afternoon, ladies and gentlemen.

Thank you for your attendance in spite of your busy schedule.  
My name is Tadashi Suzuki, General Manager of PV-1.

First of all, I'd like to express out sincere thankfulness for your daily effort which greatly contributed to our profit in '89 latter-half period. *business performance*

Thanks to your help, it came out as 1.8 bil.yen sales, ~~and 120 mil.yen ordinary income~~, which surpassed the break-even point for the first time in our history. *not profit*

Needless to say, your sales of EVO-9100 and EVO-720P has helped us a lot to have these fruits.

From now on, in NTSC area, we PV-1 will put an emphasis on entering a new market for us, which is an entry level program-origination market with our this year's key product, EVO-9700. By entering this market, we believe we will create new category in VTR market itself. As we consider this project as a first priority in our business, we'd like to ask your strongest support in sales field.

In PAL area, we'd like to make Fiscal '90 a year of Hi-8 introduction. In this means, we'd like to ask you to promote sales of EVO-9100P aggressively together with other B&I products such as EVO-9800P or EVV-9000P.

We are sorry for being late introducing 9500P and 9700P, but will make further efforts to catch up the original schedule.

2 is in charge of

No.2

By the way, I'd like to explain a little about the organizational change in PV-1 Div.

Effective from April 1st., we adopted Business Section system (instead of former Business Department system. According to this change, former Department 1 in which B&I non-consumer products such as EVO-9700P are designed has become Business Section 2, and former Department 2 which is in charge of OEM supply of mecha-deck (has become Section 1).

Both Sections will do the same business as before, but with this change, they can have self-supporting system, and communicate more freely in terms of business matters and personnel.

But at the same time they target to have sufficient profit to become Business Division again.

*at the same time, I had shifted 5 Eng. to new MD Dept. development*

Finally, we're keen to establish firm bases in B&I market together with the products designed in Atsugi. We think we have some advantage to be here in Shibaura, with consumer Division in Personal Video Group, in terms of consumer technology transfer, and having more flexibility.

We'd like to make this meeting a good opportunity to have a better communication by exchanging mutual ideas, share the same will, and fruitful discussion.

Thank you again for your attendance, and let's keep going on.

Thank you.

*Mr. Mike, a general manager for E, I, was promoted as Director & General manager of MD. Production Dept.*

*Mr. Takahashi, who was in charge of EVO-9700, was transferred to Domestic non-consumer Dept. called Group to manage the development of that product.*