

# EPSON



## THE MARKET

Global demand for both digital entertainment and consumer electronics products is experiencing a dramatic increase. And the China market, with its huge potential, has become the focus of competition among international giants. Unlike other international brands that have entered the Chinese market lately, Epson, the world leader in digital the industry, has a long history in the Chinese market. Early in 2003, Epson, seeing the business potential in the digital market, established its SE07 strategy to pave the way for development of its digital imaging businesses in China.

Epson is dedicated to providing its customers innovative technologies and solutions in digital imaging. Its principal product lines are

information products such as printers and projectors; electronic devices such as displays, semiconductors, quartz devices; and precision products such as watches. Epson products are renowned throughout the world for their superior quality, outstanding performance, delicate design and unique energy-saving methods. According to surveys conducted by authoritative organisations, all Epson products have been ranked first or second in their relevant sectors for years.

The Epson Group currently comprises 110 companies and about 85,000 employees around the world. Epson has keenly contributed towards creating sustainable development of the environment – both globally as well as in the local communities where its group companies are located.

## ACHIEVEMENTS

On 24 June 2003, Seiko Epson Group was listed on the Tokyo Stock Exchange and issued shares worth ¥132 billion (US\$1.1 billion), the largest IPO in the world in 2003. Following its listing, Seiko Epson was named in the 2003 *Fortune* Top 500. In 2004, *Fortune* ranked Seiko

Epson ninth among computer-related enterprises in The Most Respected Companies category. Sales revenue for Seiko Epson Group in 2003 reached ¥1.41 trillion, up 6.9% year on year, and total profit reached ¥73.6 billion, up

76.7% year on year. On 8 May 2004, Epson (China) Co Ltd was approved by the Ministry of Commerce of the People's Republic of China as a regional headquarters and became one of the first exclusively foreign-owned enterprises to be awarded this qualification in China.

## HISTORY

The history of Epson can be traced back to 1881 when a young man named Kintaro Hattori founded K. Hattori & Co Ltd, an enterprise which focused on the production of watches. In 1942, Daiwa Kogyo Ltd, predecessor of today's Seiko Epson Corporation, was founded. Since 1959, the company has changed its name several times and its product lines have been extended to multiple sectors like semiconductors, electronics and robots from its main line of precision industry. With the establishment of Shinshu Seiki Co Ltd in 1961, Epson began its entry into the field of printers and imaging.

In 1964, Seiko Group sponsored the Tokyo Olympic Games in Japan and developed two epochal technologies – the compact tabletop quartz clock and the printing timer. In the 1960s, with these then-most advanced technologies, Epson stepped into the era of its diversified innovative technologies.



The world's first analog quartz watch was produced in an Epson factory; and the EP-101, the world's first mini-printer, evolved from the printing timer and became the predecessor of current mini-printers. In the 1970s, the world's first LCD-equipped digital quartz watch was turned out from an Epson laboratory. Epson also became the first company in the world to turn the theory of liquid crystal into practice. In the 1980s, the invention of the world's first stylus printer established the leading position of Epson in the field of printers.







In the 1990s, Epson developed its first Micro Piezo inkjet printer, the first high precision colour inkjet printer and the first six-colour photo printer. These products encompassed almost all of the inkjet printer history and brought colour printing into thousands of households. Currently, Epson's sales of printers, projectors and LCD for cell phones rank first in the world, commensurate with the position of the company as the originator of this industry.

#### THE PRODUCT

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#### RECENT DEVELOPMENTS

For the purpose of future development of digital imaging, Epson launched its best combination of 3i (printer, projector and display) and developed its SE07 plan for digital image solution to realise its objective of digital image innovation. Epson also has outstanding products and solutions for each of its businesses.

*i1 image on paper (for printer):* Epson is dedicated to the development of whole-line products ranging from personal use to public use, and its business applications include photo printing, document printing, PC printing, Xeroxing, facsimile and network printing. In addition, Epson is also dedicated to creating the concept of digital photo linking and provides innovative solutions for mini-photo labs and photo studios.



*i2 image on screen (for projector):* Epson will make best endeavours to expand into the market of data projection, family rear-projection TV and large-screen rear projection TV.

*i3 image on glass (for display):* On the basis of medium and small-size display, Epson will launch its display products in the fields of amplifier, industry application, consuming electronic devices, such as mini projecting apparatus, projector, rear projection TV, notebook, mobile phone, e-dictionary, watch and special purpose LCD products for calculators and so on.

#### PROMOTION

As described above, for the purpose of developing the current digital image market, Epson established its SE07 plan and all its marketing activities including advertising, news releases and technical researches will be focusing on this subject to realise the objective of digital image innovation through the implementation of 3i strategy.

#### BRAND VALUES

Epson is a progressive company, trusted throughout the world because of its commitment to customer satisfaction, environmental conservation, individuality and teamwork. The company is confident of its collective skills and to meet challenges with innovative and creative



solutions. In the meantime, along with its customers and partners, Epson pays great attention to social and environmental issues – both regionally and globally – in order to make contributions to the sustainable development of society.

#### THINGS YOU DIDN'T KNOW ABOUT EPSON

- The name Epson stems from 1968 and development of the first electric printer. This first ever mini-printer, dubbed an EP, was produced by Seiko. With market reception to it being very positive, Seiko senior management started looking to develop the next next generation products as successors or sons of EP. And so EPSON made its first appearance in 1975