

# New Products & Topics

## Award

### Balance's Splendid Achievement

#### Shimadzu Balance's Windows™ Direct Feature Wins Outstanding New Product Award

At the June 2000 ISWM Equipment Exhibition in Las Vegas, Nevada, SHIMADZU Balance's Windows™ Direct Feature won the Outstanding New Product Award (Kardux Cup). This Award is sponsored and funded by the International Society of Weighing and Measurement (ISWM). It is named for Ken Kardux, of Kg Systems, Inc., whose inspiration was instrumental in the implementation of the award and the perpetual trophy.

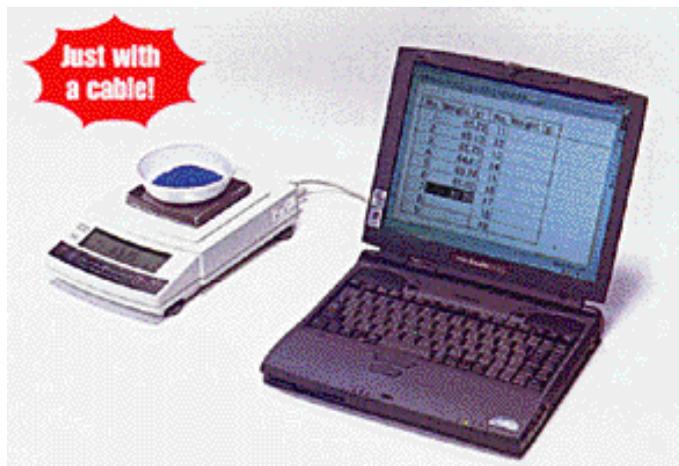
The purpose of the award is to recognize a company, group or individual for the most outstanding new technical achievement of the past two years that positively impacts the weighing and measurement industry. The selection committee was comprised of representatives of the weighing and measurement industry including manufacturers, distributors, dealers, users, regulators, inspectors and government officials.

Windows™ Direct was evaluated for its

unique capability to transmit the displayed value directly to any Windows application, just as if the value were entered via computer keyboard. No additional software is needed, a feature perfectly suited for the computerized weighing operations of the new century.

This function enables users to add the statistical, analytical, reporting and data archiving capabilities of any Windows software to Shimadzu's new line of balances: analytical models AW/AX/AY and top loading models BW/BX.

The award is represented by a perpetual trophy which will be engraved with the year, the name of the winning company and product's name. Shimadzu Corporation (SSI) will have possession of the trophy for display until the next

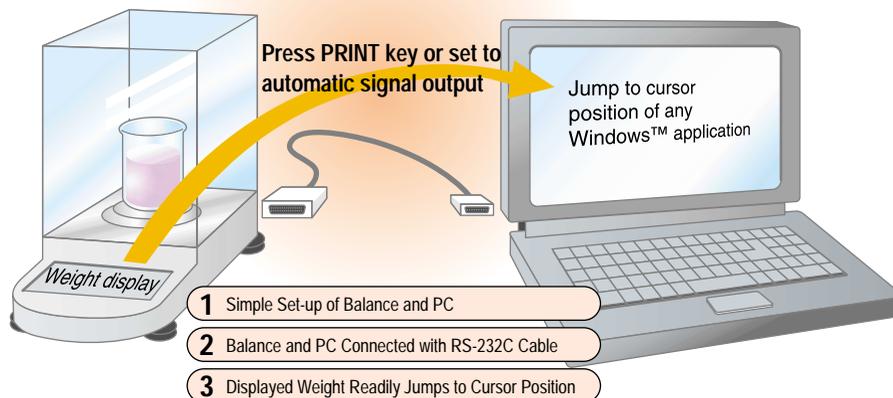


Practical use of Windows™ Direct Function.

ISWM Equipment Exposition in 2002. We are very proud to have won this award which praises innovative technologies. We believe this splendid achievement will be a tremendous boost to our efforts to make our balances appreciated all over the world. Shimadzu, with our continuous focus towards customer satisfaction, will keep introducing user-friendly instruments and features into the market.



The perpetual trophy of the Kardux Cup.



**Efficiency**  
**Security**  
**Flexibility**

No S/W installation: Unpack and get the balance to communicate with PC right away  
Data taken into your system without error or alteration  
Unlimited application with Windows™ software

## New Product

# Power Assisted Mobile X-ray System "MobileArt"

### User requirements incorporated into a revolutionary new product.

The Mobile X-ray System is one of the most fundamental systems among the many image diagnosis systems available. When planning the development of the MobileArt Power Assisted X-ray System, we sought the opinions from many customers with in-depth experience in the product, in order to greatly meet operation sensitivity required for this type of system.

In particular, the following three main points came out in discussions between the staff above and members of the development team.

- Smooth maneuverability
- Positioning precision for filming
- Maximum image quality with minimum x-ray exposure in filming

None of these can be measured in terms of normal technical specifications, but we believe they are the deciding factors in earning customer satisfaction.

### New technologies enhance user ease and safety.

The "PAO (Power Assist Optimized System)" is the typical example of ease and maneuverability realized in this system. This function that reflects the pressure applied to the cart handle to the motor to enable free-and-easy movement at desired user momentum in the direction the user wishes to go. This has achieved smooth maneuverability far beyond that of existing systems. Moreover, we have taken safe maneuvering into consideration by cutting the front section of the main unit to guarantee visibility and adding a bumper to prevent accident-causing collisions.



In the realm of positioning for filming, we have employed a telescopic X-Y column to minimize the filming technician's movement in the hospital ward, while at the same time we have developed the "Inch Mover" function, the world's first positioning function that allows gradual cart movement to be made from the x-ray tube side.

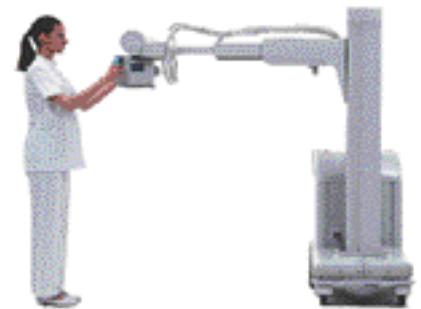
The filming function utilizes a maximum 60KHz high frequency inverter, and while highest image quality is achieved with an identical radiation dose, exposure is minimized during filming with additions such as the infrared remote controller (optional) and apron hanger.



*Inch Mover*

### Comprehensive testing confirms superior usability.

The final design was arrived at through numerous handling tests at the development stage by staff, as many aspects of these functions cannot be evaluated in numerical terms.



*Telescopic X-Y column*

Worldwide there are some 20,000 systems in use with an annual demand of close to 2,000 systems annually. Since the launch of our system two months ago, we have already received orders for more than 100 systems. We owe our success to serving the needs of our clients, and strive to surpass customer satisfaction in producing the superior products they demand.

### ISO News

## Shimadzu (Suzhou) Instruments Manufacturing, Co., Ltd. Receives ISO-9002 Accreditation

As China prepares to join the World Trade Organization (WTO), foreign-affiliated companies and powerful state-owned enterprises there are striving to obtain ISO accreditation to win against accelerating international competition.

Accordingly, Shimadzu (Suzhou) Instruments Manufacturing, Co., Ltd. (SSM), a 100% Shimadzu invested company for the manufacture of analytical instruments in China, obtained ISO9002 accreditation from the international certification body Det Norske Veritas (DNV) on April 18.



### Visit

## Oregon Governor John A. Kitzhaber, M.D. Visits Shimadzu

Governor Kitzhaber of Oregon State, where Shimadzu U.S.A. Manufacturing Inc.(SUM) is located, visited Shimadzu on May 29 with Mr. Bill Wyatt, Chief of Staff. After discussions with Shimadzu

executives, Governor Kitzhaber watched a demonstration of the Universal Testing Machines at the Customer Support Center.

This courtesy visit, that was also intended to expand the activities of the SUM company, was Governor Kitzhaber's second visit, following his first visit 3 years ago.

### Honorary Membership

## Shimadzu Chairman Becomes Honorary Member of the Czech Chemical Society



Mr. Kikuo Fujiwara, the Shimadzu Chairman, has received honorary membership in the Czech Chemical Society to acknowledge his contributions to the development of science and technology in the Czech Republic over many years. His activities there have included introducing Shimadzu products to the country and promoting technological exchange.

Established in 1886, this society has the second longest history of such institutions in the world. It boasts 6000 members and 33 honorary members.



## Business Expansion

### Asia-Oceania Regional Head Office Established



SAP Shimadzu (Asia Pacific) was restructured as the Asia-Oceania Regional Head Office, Oceania on July 3. The new office aims to expand sales through rapidly establishing sales strategies and measures to meet changes in the local market, optimizing investment efficiency, and training, control, and guidance for marketing subsidiaries in Asia and Oceania.

#### Corporate Outline

Name: Shimadzu (Asia Pacific) PTE. Ltd.

(abbreviated name: SMAP)

CEO: Yasutsugu Kawabe

Locations: Singapore

Capitalization: 3,150,000

Singapore dollars

(100% invested by Shimadzu)

## Seminar

### Shimadzu's Approach to and Efforts regarding Environmental Problems in China

On September 22, the seminar on Sino-Japan Promotion of Cooperation for Trade and Technical Exchange was held this year in Beijing. Mr. Fujiwara, chairman of Shimadzu Corporation, spoke as the head of the 5th delegation visiting from the Kyoto Office of the Association for the Promotion of International Trade, Japan. The theme of the address was, "New High-Technology for Environmental Protection and Direction for Sino-Japan Technical Cooperation and Investment."



It was noted that global environmental issues are our top priority and that it is important to show strategically progressive leadership to steadily deal with these issues in an unremitting manner. Some of the actions Shimadzu has taken for the preservation of the environment as well as the latest Shimadzu technology and products designed to aid environmental preservation were introduced to officials of the State Environmental Protection Administration, members of the Chinese Academy of Social Sciences, and members of the Xinhua News Agency. Chairman Fujiwara spoke about the need for cooperation at central governmental, local governmental and private levels in order

to resolve Chinese environment issues.

This speech, Chinese catalogs and seminar pamphlets related to Shimadzu's environmental activities were distributed at the talks, which were very well accepted by the Chinese delegates.

## Visit

### Delegation Headed by the Vice Mayor of Suzhou City, China, Visits Shimadzu

A delegation of six members of the People's Government of Suzhou City, including Vice Mayor Wang Jin Hua and Suzhou New District Administrative Committee, visited the Shimadzu Head Office and Sanjo Works on July 7.

The members were visiting Japanese companies to encourage new participation in the Suzhou region. Their visit to Shimadzu was related to the establishment of Shimadzu (Suzhou) Instruments Manufacturing, Co., Ltd.

After discussions with the Shimadzu Chairman, Mr. Kikuo Fujiwara, and the President, Mr. Hidetoshi Yajima, the guests viewed analytical instruments and medical equipment at the Kyoto Customer Support Center and Medical Center.

