

STRATEGY [EQUIPMENT BUSINESS]



Medium-Term Management Plan for Equipment Business

(billions of yen)

	2015 (actual)	2016 (plan)	2018 (plan)
Imaging equipment	60.3	75.0	93.0
Optical equipment	21.2	24.5	36.0
Illumination and related facilities	2.3	2.0	3.0

Imaging Equipment Business Measures
Expand Total Solutions

BUSINESS MEASURES

General Imaging

Objective	Annual growth of at least 10%
Measures	<p>Increase investment opportunities in growth fields Further global business development</p> <ul style="list-style-type: none"> • Leverage advanced imaging technology strengths nurtured up to the present and expand their deployment into growth areas such as the entertainment domain for events and theme parks • Further develop on a global scale the 3D imaging systems increasingly deployed in design reviews at manufacturing sites and research institutions • Commit to expanding “communications systems” and “imaging technologies” with the increasing spread of the Internet of Things and expand in areas such as control room systems to meet projected needs for surveillance and control • Secure continued profits through the expansion of service maintenance operations (including NOC service and system updates)

Cinema Business

Objective	Shift from maintaining profits to returning to stellar performance
Measures	Expand the solutions business Firmly secure replacement demand <ul style="list-style-type: none">• Leverage the Christie brand, work together with Dolby to develop a premium theater and Vive Audio and engage in total solutions such as lobby advertisements• Maintain profitability in digital cinema projectors but securely expand sales to meet demand in developing countries, especially in the growing Chinese and Indian markets• Firmly secure replacement demand anticipated within the coming few years by strengthening the lineup with products like laser-type projectors

Optical Equipment Business Measures Structural Reform for Constant Profit

Optical Equipment Business Measures

Objective	Structural reform for constant profit
Measures	Strengthen the relationship with wholly owned subsidiary ADTEC Engineering Co., Ltd. to maximize profits for the entire Group <ul style="list-style-type: none">• Rebuild production site standard modules (shared platforms) to reduce manufacturing costs• Maximize each sales channel and increase sales opportunities to enhance marginal profit• Secure more stable earnings by standardizing and strengthening the CS division