

Creating New Forms of Mobile Communication with Our Customers

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Panasonic Mobile Communications Co., Ltd. was originally established as Matsushita Communication Industrial Co., Ltd. in January 1958. It was set up independently of Matsushita Electric Industrial Co., Ltd. in order to specialize in the industrial electronics field covering such products as communications equipment, professional audio & video equipment, automotive electronic equipment, and measuring instruments.

In January 2003, Matsushita Electric restructured its business organizations into 14 new domain-based management entities in order to achieve sustainable growth in the 21st century. In line with this re-organization, our company's name was changed to Panasonic Mobile Communications Co., Ltd. and its business was focused on mobile communications covering all aspects from infrastructure to terminals.

Leading mobile communications company based on cutting-edge technologies, flexible production systems and high reliability

Panasonic Mobile Communications Co., Ltd. is proud to be one of the market leaders and movers in the highly competitive market for mobile communication devices in Japan. Our primary strength lies in our ability to provide a wide range of advanced communication products and services, from infrastructure to terminals.

We are a highly flexible organization having developed a seamless integration between R&D, manufacturing, and sales operations. In addition, the technological resources of the entire Matsushita Group are available to enhance our capability to deliver products and services whose key characteristics are high quality and reliability. We place a strong emphasis on TTM (Time to Market) in regard to the R&D relating to our products. We also engage in sharing resources including Intellectual Property Rights (IPR) and industrial design. As a result, we are able to enhance our overall product quality and performance.

We are also adopting unique strategic approaches in order to best respond to the rapid evolution of information communication technology in a wide range of business fields ranging from base station systems to mobile terminals and measuring instruments.

Focusing on development of mobile communications technology for the next generation beyond 3G

The state-of-the-art mobile communication services being distributed in markets around the world have reached a new level of sophistication incorporating 3rd Generation (3G) features such as multimedia services and high-speed packet data transmission. Alongside the continued development of high-speed networks and increased number of access modes, large-volume applications are these days becoming more easily utilized, and the advent of a ubiquitous network society is drawing nearer.

We ourselves are focusing on the development of mobile communication technologies for the next generation beyond 3G by concentrating the combined technological resources of the entire Matsushita Group. We also plan to accelerate the development of a global platform based on the Linux*¹ Operating System (OS) currently used in mobile terminals in the

Japanese market. In addition we plan to adopt a universal platform that can also be used for AV products.

The YRP Research Center in the Yokosuka Research Park, a joint project between industry, universities and the government for research into mobile communications, is playing a major role as the hub for our development of next-generation mobile communications. Here our engineers collaborate with leading researchers from Japan and around the world to develop core technology and research the practical applications of this highly advanced field of technology. By cooperating with and sharing business resources with other research and development centers, our company is helping to accelerate the development of next generation systems and services.



Implementation of QA in all processes from start of production to end user services

Based on two key slogans reflecting our corporate philosophy — “Quality is the Key to Survival for an Enterprise” and “The Customer Comes First” — we are implementing quality assurance activities in all areas of our operations. Every manufacturing division has acquired ISO9001 certification regarding its quality management and the concept of the Capability Maturity Model (CMM) has been adopted to enhance product quality improvement for software development, which is a core process of our product development.

Meanwhile, QSD (Quality Stabilization Design) and other scientific design methodologies have also been implemented not only in manufacturing divisions but in the R&D division as well. In the field of integrated and precision components, we have established a special analysis team within our Quality Administration Center in order to pursue continuing improvements in our product reliability.

A key part of this process are the QC Circle meetings held in order to improve quality assurance at all manufacturing sites. These also help to inspire the awareness of our employees regarding this issue, and all employees, including those working in overseas factories, are participating in this program.

We emphasize the importance of incorporating QA activities in every process from the start of planning through development and production to end user services.

In summary, Panasonic Mobile Communications Co., Ltd.'s principal goals are the development of mobile communication technologies for the next generation beyond 3G and the improvement of our development efficiency and product competitiveness. To achieve these goals, we are combining all of the Matsushita Group's technological assets and cooperating globally with our partners to unify platforms and core technologies so that we will be able to deliver new means of mobile communication to customers worldwide through our products and technologies.

*¹: Linux is a registered trademark of Linus Torvalds.