

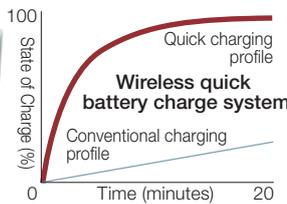
# Contributing to Tomorrow's Society

## Planting the Seeds of New Technologies and Businesses, Giving Birth to a New Generation

As an innovator in electronics, Murata's mission is to plant the seeds of new technologies and to bring these to fruition for the benefit of tomorrow's society. Contributing to society in this way is also closely linked to Murata's corporate growth.



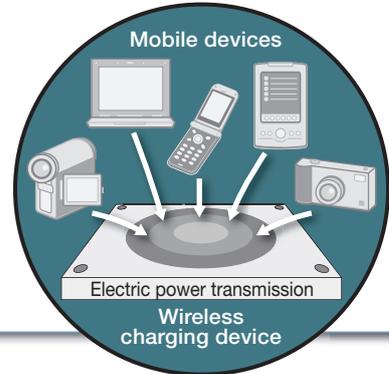
### Wireless Quick Battery Charge System



This system enables quick battery charging of mobile devices by placing them on a charger that uses lithium ion secondary batteries (also used in hybrid vehicles). This system was developed using Murata's unique ceramic multilayer technology.



Introduced at the CEATEC JAPAN 2007 exhibition



### The Murata Way, the Way of the Innovator

In February 2007, we expanded our activities with the Murata Way 2015—a long-term vision that illustrates how we would like to grow. To achieve this vision, not only do we need to strengthen our technologies and businesses, but every employee needs to have a strong desire to work as an electronics innovator, so that Murata can create technologies and businesses—the Murata Way.

Murata has set a target of a 40% ratio of R&D investment to net sales for new products. In 2007, we established the Technology & Business Development Unit to explore new technologies and businesses related to the environment, bio-technology, energy, and other important fields for society in the future.

More specifically, in research related to the environment we are looking into commercializing CO<sub>2</sub> absorbent materials, and examining the possibilities for water quality detection sensors and meteorological monitoring sensors. In bio-technology, we are looking into the development of bio-sensors and the biometric sensor business. And, finally, in the energy field we are getting ready to commercialize lithium ion secondary batteries and examining the possibilities of storage and power generation devices.



Murata's Mission—To Contribute to Tomorrow's Society

### Toward a Society with Fast, Plug-Free Recharging of Mobile Devices

The wireless quick battery charge system is garnering intense interest from mobile device manufacturers. With this system, users place their mobile phones or laptop computers on a wireless recharging device that takes as little as 10–15 minutes. In contrast, current systems require a special, wired recharging adapter that takes 1–2 hours.

In the past, Murata has been involved in the development of high-speed, high-power lithium ion rechargeable secondary batteries. Our new wireless quick battery charge system is a result of integrating our unique downsized, thin module technologies into cutting-edge lithium ion secondary batteries and then combining this with the new high-efficiency, wireless power transmission technology developed by the Seiko Epson Corporation. We are currently aiming to bring this to market within three years, and if this technology is widely adopted, it will mean we have provided society with mobile devices that can be recharged anytime and anywhere and are thus more convenient.

Employee Perspective

A New Pillar of Murata's Business



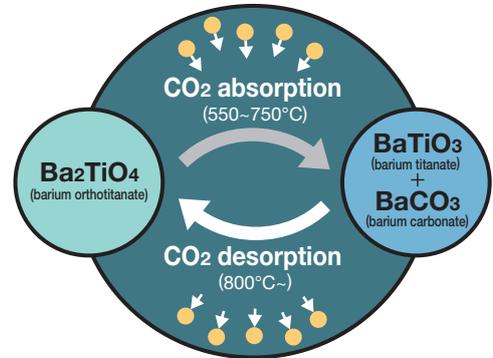
Hiromu Tokudera

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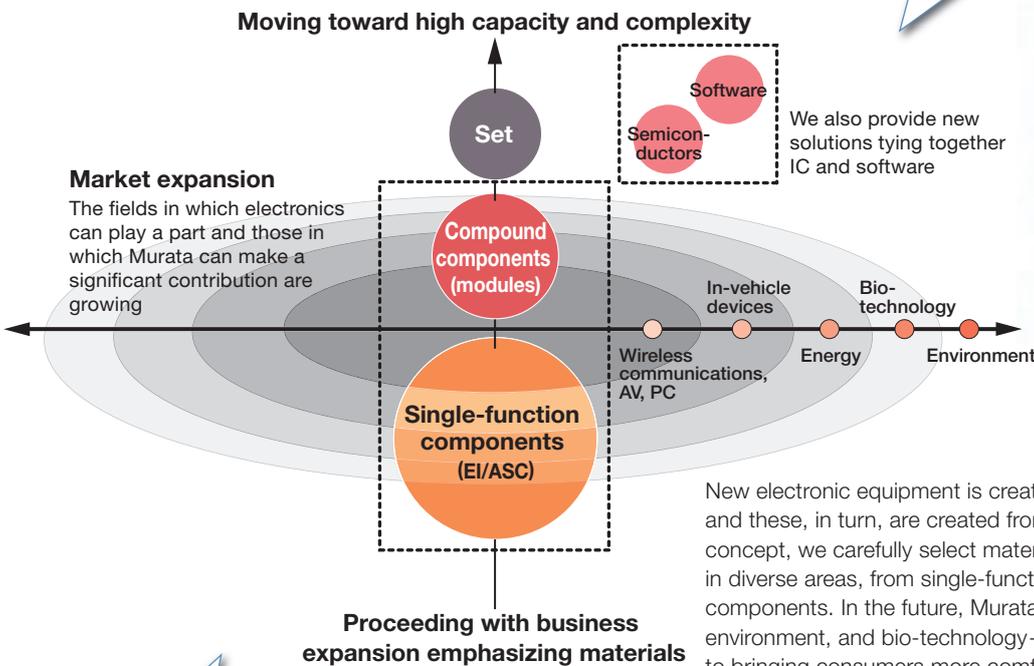
The wireless quick battery charge technology holds enormous potential, such as enabling mobile phones and devices to be used anytime and anywhere, and increasing safety during recharging. We are aggressively continuing to develop and working to bring the product to maturity so this technology can become a core part of Murata's business.

CO<sub>2</sub> Absorbent

We discovered that barium orthotitanate (Ba<sub>2</sub>TiO<sub>4</sub>) synthesized with barium titanate, a raw material for ceramic capacitors, can effectively absorb and desorb high-temperature CO<sub>2</sub>.



Business Areas Established by Murata— Where It All Starts



New electronic equipment is created from new electronic components, and these, in turn, are created from new materials. Based on this concept, we carefully select materials and have expanded our business in diverse areas, from single-function components to compound components. In the future, Murata will work in areas—energy, environment, and bio-technology—in which electronics can contribute to bringing consumers more comfortable and secure lifestyles as well as a better global environment.

Lithium Ion Batteries

High-power lithium ion secondary batteries, which we continue to develop, have approximately double the power of current nickel-metal hydride batteries and feature fast recharging times and a longer life.

