

All for Customer

Our desire to serve customers links us together.

All employees freely linking together within our powerful global deployment in order to create value that pleases our customers... that is the concept behind Murata's "Value Network". And we will continue to contribute to the future of the world through that network.

Cooperating with local staff to take full advantage of our anechoic chamber in Shanghai and produce the "next idea"

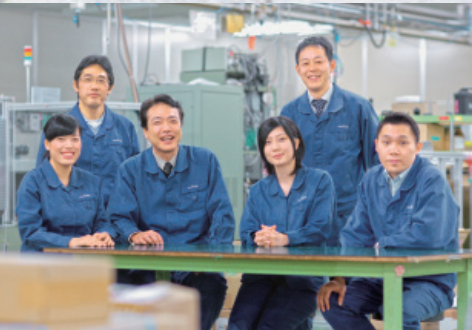
Early on, Murata recognized the necessity of taking measures against the problem of EMI (Electromagnetic Interference), and we have developed various EMI filters to that end. This includes installing an anechoic chamber in both our Head Office and Yokohama Technical Center in order to measure radiation noise and propose effective countermeasures, and, through that, we have provided a variety of solutions for many of our customers to-date. In 2010, we established the "Murata EMC Center", Murata's first anechoic chamber overseas, in Shanghai, China. We then installed shield rooms in Shenzhen, Beijing and Taipei in order to prepare an overall organization that can offer wide-ranging support for our customers' problem-solving activities throughout the Chinese bloc. While we continue to transfer to those nations the countermeasure technology that we have accumulated over decades at home in Japan, there is also a pressing need to foster local talented human resources in each country. As we provide customers with anti-EMI solutions for each individual circuit, that is where the seeds of new technology and the ideas for new products are born. In that sense, I think that China, a country into which companies from around the world are advancing, is a treasure trove of opportunity, and I would like to concentrate further on that market.



Murata Manufacturing Co., Ltd.
Product Promotion Dept., Components Business Unit
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Sharing Murata's "Spirit of *Monozukuri*" towards global *monozukuri* that maximizes the characteristics of each area

Since Murata's foundation, we have had the desire to embody our proprietary manufacturing technology through proprietary equipment. Our original machines that produce cutting edge products are another source of pride. With a diversified product lineup and a production base that spreads from Japan throughout the rest of Asia, optimization of equipment from a global point of view is also required. So Murata began developing equipment suppliers in East and Southeast Asia from 2009 and we are also involved in the overseas manufacture of our company equipment and the practical utilization of some third party equipment. Murata's staff in Japan is also cooperating with local personnel towards strengthening the *monozukuri* capabilities of each corresponding site from the aspects of both equipment and personnel training. As we share Murata's spirit of *monozukuri*, we are also working at each site to evolve towards a state of *monozukuri* that efficiently employs the special characteristics unique to that particular area.



Photo, from left to right
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