

## SELECTED TOPICS

### Redefinition of Nikon Brand Symbol

Upon developing the new Nikon brand symbol, Nikon began using it in such communication tools as business signs, advertisements, catalogs and Web designs from April 1, 2003 in order to ensure a visually unified Nikon brand image in its communications activities.

While the new brand symbol retains the famous Nikon logo type and yellow-and-black brand colors, it also represents Nikon's desire to undertake the challenge of realizing unknown possibilities as well as a relentless creative drive in the graphical element of "sequential rays and a lens."

The brand image redefinition seeks to add the concepts of "innovative technology" and "a sense of the times" to the notions of superior product quality and reliability for which the Nikon brand has traditionally stood. Following up the brand symbol redefinition exercise, Nikon will endeavor to raise Groupwide brand value by continuing to nourish its image as a precious asset indicative of a world-renowned level of quality and functionality, to work to more fluidly and effectively in developing new products and marketing approaches and to introduce brand management paradigms in step with the times.



Nikon brand promotion at Safeco Field, Seattle, U.S.A.



Ohi West Building

### Completion of Ohi West Building

In March 2003, construction was completed on the Ohi West Building, the newest extension to the Ohi Plant, Nikon's most historic manufacturing site (situated in southwest Tokyo). With seven floors above ground and one basement level, the building has a total floor area of 15,000 sq. meters. The design incorporates the latest environment friendly, energy-saving and seismic resistance features. Besides various other Nikon divisions, the building will mainly accommodate Imaging Company planning and marketing functions, making it an important new base for this company as it markets Nikon technology and products worldwide.

### Nikkor Club Celebrates Golden Anniversary

Originally established to provide opportunities for fans of Nikon cameras and Nikkor lenses to meet and interact, the Nikkor Club celebrated its 50th anniversary in 2002. Through such activities as photo contests and group photo shoots supervised by famous photographers, the club has helped numerous photography enthusiasts for many years to improve their skills. The club also has helped to contribute to upgrade photography culture by publishing club magazines and photo books. The Nikkor Club has made a valuable contribution by uniting the worlds of professional and amateur photography.

A number of events marked the anniversary, including a special photo competition and the publication of a 50th anniversary collection of photographs. The club was also presented with an award from the Japan Professional Photographers Society for its outstanding achievements in the promotion of photography.

As well as managing the Nikkor Club, Nikon plans to continue to promote photography culture through the exhibition of photographic works at Nikon Salon photo galleries and the organization of an international photo competition.



Above: 50th Anniversary Ceremony for the Nikkor Club

Below: Award from Japan Professional Photographers Society

# ENVIRONMENTAL CONSERVATION ACTIVITIES

Harmonious environmental co-existence and a recycling-oriented perspective have always been core aspects of Nikon's fundamental business philosophy. Nikon formulated its own basic environmental management policy in 1992, after which the company instituted a comprehensive program of environmental conservation measures. This focused largely on the conservation of energy and resources. Most Nikon Group companies have obtained ISO 14001 certification for their environmental management systems. Nikon also routinely applies its own quantitative product assessment procedures to develop more eco-conscious products.

Modern society looks to corporations to institute advanced environmental management practices so that sustainable development can become a reality. In response, efforts are being intensified across the Nikon Group to reduce the environmental impact of its activities.



Sorting and reduction of waste volume has been achieved at the Sendai Nikon Recycling Center through the use of special machines.

## Establishment of Zero-Emissions Systems at Manufacturing Sites

In the year ended March 2003, with the completion of systems targeting waste reductions, Nikon achieved zero-emissions one year ahead status at its five main manufacturing sites in Japan (Ohi, Yokohama, Sagami-hara, Kumagaya and Mito) as a result of accelerated efforts to promote reduction and recycling of waste. Nikon defines zero-emissions status as a reduction in the total volume of waste sent to landfill to below 1% of all emissions. Future plans call for the achievement of zero-emissions status by major manufacturing subsidiaries in Japan by the end of March 2006 (Sendai Nikon Corp. has already achieved zero-emissions status).



Lenses and prisms made using eco-glass

## Development of Eco-Glass

Nikon has been working on various improvements to the composition of optical glass to give it a more eco-conscious profile. In 1995, Nikon began full-scale development work on a new type of environmentally-sound optical glass (eco-glass) that does not contain toxic substances such as lead and arsenic. After numerous design and development studies to examine ways of retaining optical performance while eliminating such substances, Nikon began full-scale efforts at designing optical products that incorporate the new eco-glass in 1998. Today, eco-glass is used as much as possible throughout the Nikon product range, from steppers to cameras. In the year ended March 2003, the proportion of new optical designs incorporating eco-glass topped 90%. Nikon continues to work to raise this proportion further and to ensure to minimize the possibility of any environmental pollution throughout the life cycles of the glass, from initial material to final disposal stages.

## Creation of Environmental Action Plan for the Year Ending March 2004

Each year, Nikon revises an environmental action plan that sets out specific numerical performance targets for products and operating site environments. New targets and environmental conservation activity priorities are set once progress status has been determined. In the year ending March 2004, the prime focus is partly dictated by the implementation of new EU directives prohibiting the import of products that contain certain levels of toxic chemical substances such as hexavalent chromium and lead. Nikon has set in place programs to switch to lead-free solder and to minimize the use of lead in the mounting circuit board. The target is to raise the proportion of lead-free printed circuit boards to 100% for all consumer products by the end of March 2006, and to over 50% for all industrial products by the same date. Other aspects of the latest environmental plan include preparations to enhance eliminating other toxic substances from products and to bolster eco-friendly "green procurement" initiatives.



High-performance reflow furnace for lead-free soldering