

Information System

- ■ Rapidly Adapting to Market Changes and Providing Tailored Solutions
- ■ Telecommunications Technologies

Development of SKY KIOSK Terminals for New Boarding Style

As a development partner for All Nippon Airways Co., Ltd. (ANA), OKI has developed the "ANA SKY KIOSK" (ASK). ANA had already offered the "SKiP service" to enable passengers to board domestic flights without having to go through a check-in process. With ASK's introduction, ANA will be able to issue a variety of vouchers and coupons, register and view mileage information as well as handle Edy electronic money, in addition to the existing services. These new features offer enhanced added value to ANA's customer service. In addition, ASK won the product design category at the Good Design Awards 2007 for its operability and airport-friendly, compact design.



ANA SKY KIOSK

OKI Wins Grand Prix of Software Product of the Year 2007 for Its FSE Face Image Processing Middleware

Based on face image recognition technology, FSE (Face Sensing Engine) is a middleware that enables high-speed processing to detect, recognize characteristics and identify individual faces. In addition to world-class processing performance, FSE possesses special features that enable it to adjust to various photographic environments and be compatible with low-resolution, 100K-pixel cameras. OKI's FSE has been provided for a wide variety of applications, including mobile phones, digital cameras, game consoles and application service providers (ASPs). In recognition of its impact on the industry and the development of new applications in the face image processing market, FSE was awarded the Grand Prix of Software Product of the Year 2007.



Award Ceremony of the Software Product of the Year 2007

Strain Sensing System Using 13.56MHz Sensor-Integrated RFID

OKI and Taiheiyo Cement Corp. have succeeded in jointly developing the world's first Strain Sensing System to maintain and manage structures using passive-type, sensor-integrated radio frequency identification (RFID). It has been extremely difficult to directly measure concrete and steel structure deformation caused by loading. However, this system enables structure loads and deformation levels to be measured directly using battery-less, passive-type, sensor-integrated RFID. By embedding sensor-integrated steel within the concrete, the system can perform measurements at a strain resolution level of approximately 10×10^{-6} . Based on passive-type, sensor-integrated RFIDs and other products, OKI will continue its efforts to develop this sensing system in liaison with several partners, including those from the civil engineering and construction sectors.



Strain Sensing System

Business Group

Based on the Convergence of Information and

The Information System Business Group is developing business for the public sector and enterprise markets. OKI's public-sector operations are focused on three areas of business: government solutions that provide administrative systems to the central government; public disaster-prevention networks focused on digital wireless technology; and Intelligent Transport System (ITS) businesses that leverage Dedicated Short Range Communication (DSRC) technology.

In the private sector, OKI makes full use of its mechatronics capabilities to offer market-leading systems—covering ticket reservations and issuing systems as well as automated check-in machines to the travel and transport industry. For other industries, OKI provides a wide range of solutions, including application servers that link companies' existing mission-critical systems with IP telephony and video imaging systems.

Moving forward, OKI has set its sights on providing high-value-added systems that focus on specialized hardware equipped with OKI's operational know-how for each market as well as systems that apply mechatronics technology. Furthermore, OKI will create ubiquitous service solutions that seek greater convenience and safety and security with a focus on network technology.



Challenge: File 3

Masahiko Tsuda

New Business Development Office
System Solutions Company
OKI

Our Goal Is to Create Reliable, Secure Services with a Human Touch

At the New Business Development Office, which was established in the fiscal year ending March 31, 2009, we carry out planning for the Mechatronics Applications Business and the Ubiquitous Services Business. Although network and IT developments have resulted in greater convenience, they have heightened security concerns. Because we live in an increasingly mechanized society, our goal is to create reliable, secure services with a human touch. New business development involves adapting to change and creating new OKI advantages while maximizing the use of existing technology and know-how. However, when there is no "correct answer," first I must think, then struggle with the repetition of such laborious tasks as extracting meaning from mountains of information and then to validate. Nevertheless, I recognize the need to evolve ideas based on feedback from my surroundings and to always be aware of what the customer really wants.

