

Higashiya Ochiai Area of Miyoshi City (an Area of Important Traditional Buildings designated by the Japanese government)

Located in the center of Shikoku Island, in the northwestern part of Tokushima Prefecture, Miyoshi City is blessed with beautiful natural surroundings such as the Yoshino River, Iya Valley and Mt. Tsurugi. OKI's Local Community Information System serves the safety and security of people living in this city with a population of 32,000.

Special Feature

Meeting Our CSR Commitment

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OKI Aims at Bridging Digital Divides by Offering Systems to Help People Lead a Convenient, Safe and Secure Life

OKI's Technology for the Convenience and Safety of People

This ever shrinking world brings us the greatest convenience ever. Today we enjoy the benefits of material wealth and easy access to information. At the same time, the development of disease and disaster prevention measures has made our daily life much safer than ever before. What underlies this convenience and safety is the creation of innovative technologies and products, and the improvement of social infrastructures.

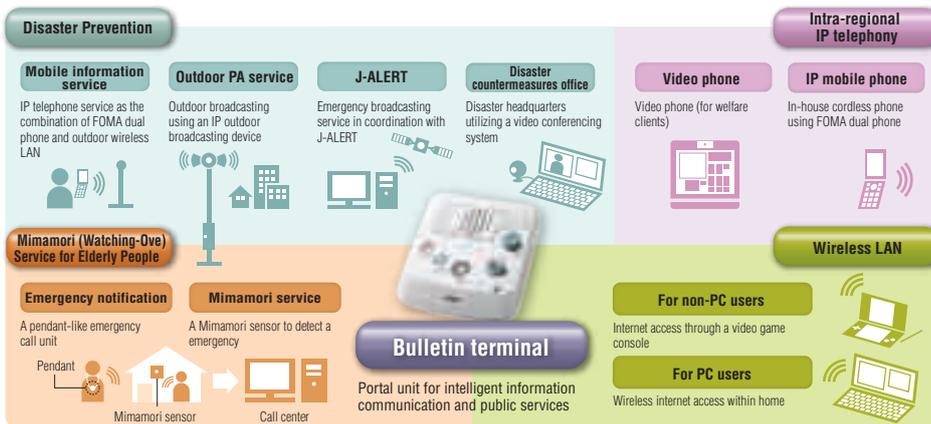
The OKI Group, Japan's first telecommunication equipment manufacturer, has offered numerous products and services utilizing its advanced information technology. OKI's technology is used in many different public services and social infrastructures offered by the national and municipal governments. One of them is

the Municipal Disaster Prevention Wireless Communication System. Equipped with many convenient features such as master/slave two way communication, weather data collection, provision of textual information, high-speed data transmission, and linkage with other disaster prevention systems, this system allows the prompt provision of disaster information to local residents. OKI has also offered fire command systems to the fire authorities since 1968. OKI's fire command systems are currently used at approximately 160 Fire Fighting Head Offices across Japan. They shore up the safety and security of Japanese people.

Bridging Digital Divides

As more and more people have used broadband access and mobile phones, information and telecommunications networks have become an integral part of our social infrastructures. At the same time, the digital divide, the gap between areas with effective access to such networks and those with limited or no access at all, has become an important social issue. In January 2006, the Japanese government decided on a policy to eliminate areas with no broadband access with the target year set at fiscal 2010 as part of the New IT Reform Strategy. Since then, the government has

● Local Community Information System (Bulletin Terminal and Typical Services)



organized Strategic Meetings for Bridging the Digital Divide and worked out concrete measures to achieve the goal. It has been discussed in these meetings that the simple expansion of broadband and mobile phone networks is not enough. One of the most important challenges is to expand and upgrade relevant infrastructures in tandem with local public services, and ensure visible benefits to local residents.

Believing that its Local Community Information System (a VoIP notification broadcasting system) launched 2003 can be an effective solution to this challenge, OKI has been involved in the development of infrastructures that helps improve the quality of services offered by municipal governments and businesses in close coordination with the expansion of broadband access.

Providing Easy-to-Use Systems for Any Type of Users

OKI's Local Community Information System was developed drawing on its VoIP* technology, network expertise, and know-how acquired through its experience in building disaster prevention wireless communication systems. Designed to promote the informatization of local communities, the system gives its users access to all types of public services offered by the municipal governments of the areas in which they live via existing telephone sets or PCs. All they have to do is to install compact bulletin terminals at their homes. (See the diagram in Page 10)

In order to meet the needs of different municipal governments, OKI offers a wide variety of optional features, a customization service, and an upgrading service. In order to pursue the ultimate user-friendliness, OKI is keen to listen to opinions from users, especially those from elderly people. In fact, we have received various complains and requests about the bulletin terminal, such as, "There should be a volume control," and "The blinking message lamp is disturbing at night." We always do our best to meet such requests because we can build a safe and secure information network that truly meets the needs of local residents in each area only through this approach.



IP outdoor broadcasting device

Among many different modifications made to meet the requests of individual users, we have selected those with general versatility and convenience, and incorporated them into the existing system. For example, we developed an IP outdoor broadcasting device based on an opinion from a user who wanted utilize the system for an outdoor public address service to complement or substitute an existing disaster prevention wireless communication system. The commercialized version of this outdoor unit was launched in the market in November 2008. It was followed by an upgraded version, launched in September 2009, with some additional features such as an answer back function, remote video surveillance and time-differential broadcasting.

* VoIP (Voice over Internet Protocol) is a protocol that allows for a computer or other IT equipment to make a voice communication over the Internet or an intranet.

Making Efforts for Further Safety and Convenience for Customers

OKI always explores possible improvements and applications of its existing technologies in order to contribute to society through our products and services as described in its corporate philosophy. For example, the bulletin terminal used as part of the Local Community Information System is an evolving tool. We are considering redefining it as a new contact point for public services, combing it with some existing technologies, and realizing the visualization and optimization of energy consumption of each household. We believe such efforts to enhance and upgrade our existing technologies are very important to add new solutions.

OKI also focuses on the development of innovative technologies and systems to support social infrastructures in the future. Among them, the Inter-Vehicle Communication Technology, the Intelligent Transport System, the Digital Wireless Communication Technology for the Fire Authorities, and the Next Generation Underwater Acoustic Technology are expected to be put to practical use in the near future.

OKI will continue to develop technologies and products that help solve social issues and contribute to the realization of a safe, secure society.

Stakeholder's Voice

OKI's Local Community Information System has established itself as a useful tool among local residents.

Miyoshi City was founded in 2006 as a result of the merger between six towns and villages. In 2007, one year after its foundation, the city launched a project to build a cable TV-based information network. We chose OKI as our partner because its expertise and technology seemed to allow the linkage of all services we needed such as a voice notification service, an IP telephone service, an Internet access, and the existing disaster prevention wireless communication system. We believe that a voice bulletin service is very useful for local residents to have easy access to information. Prior to the introduction of the system, we conducted a questionnaire survey. The percentage of respondents thinking a voice bulletin service as a must feature reached 66%. The service has been highly regarded by many users since the introduction of the system as it has enabled them to have an easy, secure access to all types of everyday life information. The system has established itself as a useful tool among local residents since its introduction two years ago because it also offers access to IP telephone and the Internet.

I sincerely hope that OKI will continue to offer useful solutions for local communities.



PROFILE

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