

# Highlight (1)

## Developing Business Using Group Strength Based on a Comprehensive Strategy

JVC and Kenwood are pouring all their efforts into new businesses that “realize the unconventional” based on a comprehensive strategy that makes full use of the marketing abilities, product planning, and development skills cultivated by both companies. Working together, we are fusing our video, audio, and wireless technologies at a high level to develop new technologies and products suited to the era of digital networks. Further, in addition to evoking latent needs by stimulating people’s senses, we are also leading the AV world as a specialist manufacturer of audio and video equipment that is changing the world’s lifestyles.

### JVC is the Parent of VHS

The Victor Talking Machine Company of Japan, Limited manufactured and sold phonographs and records. It was founded in 1927 and is the predecessor of JVC. JVC has been based in Yokohama for 82 years and now operates worldwide as an audio and video entertainment company.

We have changed people’s lives across the globe through the wide variety of products we have produced and sold according to our “contributing to culture, dedicated to society” business slogan.

In 1939, we successfully produced Japan’s first television receiver. In 1956, we released the first stereo record made in Japan. In 1978, we developed “VHS,” which became the global standard for home VCRs, leading to the spread of a new video culture into ordinary homes.

In 2003, we published “The Perfect Experience-truly moving experiences and total customer satisfaction” as our brand statement, and based on this ideal, developed the world’s first hard disk camcorder “Everio,” the world’s first “Wood Cone” speakers, and the “D-ILA” program, which achieved the greatest contrast in the industry. We will continue to hone audio and video technologies to provide sensations based on our comprehensive strategy.



1939: The first commercial television receiver in Japan. The Japanese katakana character “イ” was the first ever image on the CRT.



1978: Japan produces the first global VHS standard spreading the culture of video tape recording to ordinary homes.



2004: The world’s first Camcorder with built-in hard disk drive as the recording medium. Compact and lightweight, it enables long-time recording.



2003: The world’s first Wood Cone speaker, made from real wood to reverberate like a woodwind instrument.

## Kenwood Has Grown with the Development of FM

Kenwood started as “Kasuga Radio Co., Ltd.” in Komagane, Nagano Prefecture, in 1946. Ever since starting production of high-performance radio parts (high-frequency coils), and based on that era’s corporate ideal of contributing to society through FM, we gave the world various high-performance devices, such as when we began selling Japan’s first FM tuner in 1957.

We now hold the second largest share of the global market because we have expanded business in the fields of audio and wireless communications. Based on high-frequency technology that we developed over many years, our high reliability in the land mobile radio business is now recognized in a wide range of business and commercial fields such as police and fire departments, hotels, and factories. Further, we are continuing to supply digital LMR systems to Vodafone McLaren Mercedes, which is a premier F1 racing team. In the field of audio, ever since launching the world’s first MP3-compatible car audio in 2000, we have been involved in actualizing seamless entertainment where hi-fidelity can be enjoyed seamlessly both in the car and in the home.

In the future, by merging the core businesses of JVC and Kenwood in the JVC Kenwood Group, we will continue to remain in touch with trends in new technology and hone our ability to understand customer needs to deliver our unique worldview of audio, radio, and video technologies.



December 1, 1946: Kasuga Radio Co., Ltd. founded.

1957: Japan’s first FM tuner enters commercial production, and we are also the first Japanese manufacturer to start exporting overseas. The scope of our technical ability at the time was acknowledged throughout the industry, and contributed greatly to the development of FM broadcasting.

High-level coil set launched.  
The coil set is the deciding factor in receiver performance. Radio waves can be accurately picked up even in areas with poor reception.



2008: Land mobile radios obtain the 2nd-largest global share through high-frequency and digital radio technologies cultivated over many years.



2000: The world’s first MP3 car audio is launched, and wins overwhelming support from MP3 fans. Not only the high-frequency technology, but also the size of our technical abilities as an audio manufacturer proves appealing.