

Seven Promises 2

We will supply superior products and services that reflect respect for the environment as part and parcel of quality.

Based on our awareness that our products have an impact on the environment and our pledge to consider respect for the environment as an integral part of product quality, we have continued to lead the industry in our efforts to reduce the environmental impact of our products.

An environmentally friendly product must, of course, use raw materials and components that are themselves environmentally sound. At the same time, we also believe it is important for a product to be used over a long period of time.

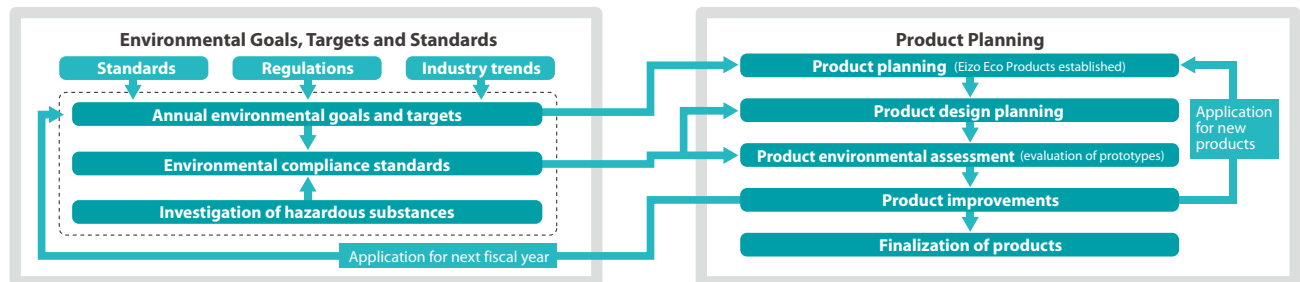
While we vigorously work to ensure that our products comply with environmental standards of third-party organizations, we have also set our own environmental compliance standards to guide our product development.

We believe the promise of the Eizo brand consists of providing products that customers can confidently use for years to come, and we conduct rigorous quality control from development and manufacturing to after-sales service in order to support this promise.

Basic Product Development Sequence

In product development, we endeavor to enhance the environmentally sound quality of our products, including compliance with domestic and overseas legal requirements and standards as well as due consideration for industry trends and social conditions. In addition, each product is evaluated against our own Environmental Compliance Standards to determine how well they measure up. The results of this assessment are linked to our system for developing, implementing and meeting

companywide environmental targets for each fiscal year. A key theme is ensuring that products are environmentally sound under the “Eizo Eco Product 200X program” (200X refers to the year established), which is also connected to output. In line with our corporate stance of steadfastly maintaining environmental vigilance, we annually revise the Environmental Compliance Standards to reflect changes in laws, regulations and industry trends.



EcoView—Design Concept that Reduces Burdens on the Environment and the User

Eizo’s environmental design and ergonomic considerations are expressed by our EcoView concept, which, in turn, is reflected in our products. EcoView products include functions such as automatic optimization of monitor brightness to match ambient illumination and quick checks on current power saving levels. In addition, products launched in April 2009 incorporate a presence sensor that sets the monitor to power save mode when the user is away from his or her desk.



1. Auto EcoView function reduces eye strain and power consumption

The sensor makes automatic adjustments by detecting the brightness of the surrounding environment, thereby reducing strain on the user’s eyes and preventing a decline in work efficiency, while also reducing power consumption.

2. EcoView Index function quickly confirms power-saving levels

An indicator displays the level of power saving in relation to the brightness setting, enabling the user to constantly check and remain aware of current power saving levels, thus encouraging power conservation.

3. EcoView Sense function ensures power conservation

The presence sensor automatically switches the monitor to power save mode when it detects the user has moved away from his or her desk. The monitor’s screen automatically turns back on when the user returns, thereby conserving electricity without requiring manual operation.

Eizo's Original Eco Label—Eizo Eco Products

The Eizo Nanao Group has sought to realize high quality and reliability in product development while at the same time pursuing environmentally sound design. Eizo Eco Products (hereafter EEP) is a voluntary certification system launched in 2002. EEP was established to keep pace with continuously evolving environmental needs and reflect our philosophy of thoroughly considering the environment in product design to further advance our products and corporate system. To that end, EEP not only satisfies existing environmental labeling criteria established and certified by third-party institutions (International ENERGY STAR Program, Sweden's TCO, Japanese Law on Promoting Green Purchasing, PC Green Label, etc.), but also incorporates various industry guidelines and market requirements as well as our own standards.

The latest version, Eizo Eco Products 2009, maintains compliance with previous versions EEP2002 (established October 2002), EEP2004 (established October 2003), and EEP2006 (established May 2006), and is reinforced with more stringent criteria such as lowered power consumption and the visual display of environment-related information.



Eizo Eco Products Certification Standard

In addition to complying with items laid out by third-party institutions in Japan and abroad (TCO'03, International ENERGY STAR Program, PC Green Label, etc.), Eizo Eco Products require compliance with self-designated items such as those listed below.

	Item	EEP2009	EEP2006	EEP2004
1	Power consumption at 0 watts when turned off (LCD monitors)	●	—	—
	Power consumption at 0.1 watt or less when turned off (LCD TV)	●	—	—
	Power consumption at 1 watt or less when turned off	—	●	●
2	Power consumption at 1.5 watts or less in power save mode (LCD monitors)	●	—	—
	Power consumption at 2 watts or less in power save mode (LCD monitors)	—	●	●
3	Power consumption meets requirements under the International ENERGY STAR Program Ver. 4.1 during ordinary use (LCD monitors)	●	—	—
	Annual power consumption in compliance with levels stipulated under the Law on Promoting Green Purchasing (FY 2008) (LCD TV)	●	—	—
4	Use of recycled plastic	●	●	●
5	User's manual made of chlorine-free recycled paper or chlorine-free certified paper under forest certification system	●	●	●
6	Use of soy ink in printed materials accompanying product	●	●	●
7	Subject to an internal product environmental assessment	●	●	●
8	Use of plastics made from plant-derived raw materials	●	●	—
9	Use of recycled styrofoam or paper as packaging cushioning materials	●	●	● *
10	Compliance with JEITA personal computer VOC guidelines (applied to all products including LCD TVs)	●	●	—
11	Compliance with RoHS Directives (J-Moss Green Mark may be applied as an alternative for LCD TVs for the Japanese market)	●	●	—
	Use (or partial use) of chrome-free steel plates	●	●	●
	Use (or partial use) of lead-free solder	●	●	●
	Use of lead-free wires in external (supplied) cables	●	●	●
12	Disclosure via the website of product eco profile (environment-related information)	●	—	—

*Excludes products for overseas markets

Compliance with Environmental Labeling Standards and Legal Requirements

We not only observe the legal requirements of Japan and other countries but also comply with environmental labeling standards and proactively develop environmentally sound products. Furthermore, we not only ensure the compliance of our own products; we also actively participate in the development of standards as part of our role in reducing environmental impact as much as possible for entire ranges of products, including those made by other companies.

TCO Display 5.0, the next generation standard to TCO'03 and TCO'06, one of the most widely recognized standards of the world, was announced in fiscal 2008 as well as ENERGY STAR 5.0. Eizo involvement in these standards began before 2008. While the requirements of both these standards are extremely stringent, we believe it is our mission to continue developing products that are in full compliance.

TCO

Efforts to make our company's products more environmentally friendly have proceeded largely in response to the evolution of environmental standards in Europe, starting with ensuring compliance with the TCO'95 standard introduced in Sweden. This standard was subsequently upgraded to TCO'99 followed by TCO'03 and by TCO Display 5.0, the current version. In addition to environmental items, this standard also covers safety, electromagnetic radiation, and ergonomics, giving it a comprehensive character. Eizo has consistently participated in the formulation of TCO standards, and even as we scrutinized the content of the standards to ensure progressive and effective application, Eizo became the first in the world to receive certification for TCO Display 5.0 in April 2009. Nearly every monitor we produce is TCO compliant. In the years ahead we will continue to recognize the importance of meeting this standard in the development of new products.



ENERGY STAR

The ENERGY STAR Program was launched by the U.S. Environmental Protection Agency in 1993 to help reduce the power consumption of computers and peripheral devices. The International ENERGY STAR Program was adopted in Japan in 1995 on the basis of an agreement with the U.S. government.

We have participated in this program from the very beginning, and since becoming the first registered monitor manufacturer, we have had virtually all subsequent products registered under the program. ENERGY STAR Ver. 5.0 standards, which update the current Ver. 4.1, were announced in March 2009. While the new standards are even more stringent, we are proceeding with the development of fully compliant products.



RoHS Directive and WEEE Directive

The RoHS Directive is a European regulation restricting the use of hazardous substances that has been enforced within the European Union since July 2006. The directive covers electrical and electronic equipment and restricts or bans the use of six substances that are harmful to the global environment or human health: lead, mercury, cadmium, hexavalent chromium, PBB and PBDE. Products that do not comply with the RoHS Directive cannot be sold in Europe. We began the switchover in 2005 and achieved complete compliance in all products by May 2006.

The WEEE Directive went into effect in the EU in August 2005 toward reducing environmental impact through promotion of the three Rs of Reduce, Reuse, Recycling for used electrical and electronic equipment. We have responded by displaying recovery and recycling symbol logos, providing information on disassembly and hazardous substances for recycling facilities, and developing a system for recovery and recycling.



EPEAT

EPEAT is a comprehensive evaluation standard for the environmental impact of personal computers and peripheral equipment. It has been applied by the related institution of the U.S. Environmental Protection Agency since 2006. EPEAT consists of 23 mandatory and 28 optional requirements covering a broad range of items including reduction of hazardous substances, recyclable design, long-life design, recovery and recycling, and corporate activities. Products are rated Gold, Silver or Bronze depending on the level of compliance with the optional requirements. Eizo has several monitors that are rated either EPEAT Gold or Silver.



PC Green Label

This environmental labeling program is administered by the PC3R Promotion Association. The program is based on three concepts: (1) environmentally sound design and manufacturing; (2) post-use recovery and recycling of products; and (3) environmental information disclosure. Eizo has participated in revising the program as a member of the governing expert committee. We have also actively sought certification for our FlexScan and ColorEdge series and intend to maintain this policy.

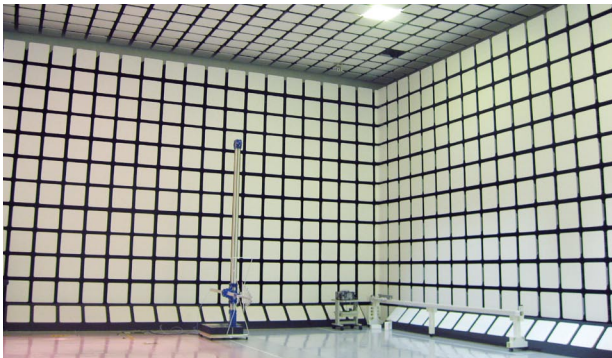


Eizo's Quality Assurance System

Quality assurance ensures that customers can safely purchase our products and use them confidently over a long period of time and represents a core promise of the Eizo brand. Based on this stance, we conduct thorough quality control from development and manufacturing to after-sales service, and continuously seek to improve our system and processes.

Development Process

We develop and evaluate our products from the perspective of our customers from every conceivable viewpoint, starting with reliability and safety and including environmental compliance, energy saving, EMC performance, ergonomics, usability and service. In addition, we perform product longevity testing to be certain of how our products will perform over many years.



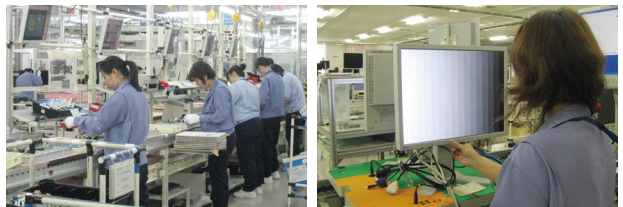
Conducting EMC performance tests in our own anechoic facilities



Longevity testing

Manufacturing Process

We undertake the entire production process from assembly of substrates to manufacturing of the final finished product at our own factories under stringent quality control.



After-sales Service

Under our system for ensuring that customers can use our products safely and for a long time, we respond to all requests for after-sales service at the Eizo Support Network Corporation located within our headquarters. Feedback is incorporated into future product development.

Confidence in Our Quality—Five-Year Warranty

In 2003, we became the first in the industry to offer a five-year manufacturer's limited warranty. We repair LCD monitors*1 free of cost over this five-year period*2, reflecting our confidence in the quality of our products based on stringent quality control.

We believe that providing support to ensure continued safe use from the time of purchasing to any necessary repairs is an intrinsic component of our products.



*1 Some exceptions apply, such as monitors for air traffic control.

*2 Limited to 30,000 hours of use.

LCD panels are guaranteed for three years.