

Seven Promises 1

# We will inspire customers by creating and offering products of new value.

Eizo's computer monitors are used in homes and offices around the world.

The history of our products began with support from design professionals. Since then we have continued to create better products by responding to feedback from these users. As a result, we are providing products today for medical applications and other specialized fields such as air traffic control, which require highly accurate display capabilities. Each field requires different specifications and functions.

Eizo not only listens to customers' requests in each field and responds to them, but also creates and offers a new set of values that reaches farther ahead in our promise to continue turning out products that are valuable to customers.

## Where Design is Created

Design and photography demand extremely accurate color reproduction. Eizo possesses an established reputation for excellent color reproduction and enjoys strong support from creative professionals such as graphic designers and photographers. We broadly support their work by achieving the high level of display functionality they require and by developing and offering monitors compatible with high-definition hardware calibration for constantly maintaining accurate coloring.



## On the Frontlines of Finance

High-quality display and reliability are required on the frontlines of finance to keep pace with constantly changing exchange rates and the need to make instant decisions. Eizo monitors have been widely installed to meet these needs. And for trading room environments with multiple, side-by-side monitors, we offer products with thinner screen rims that do not impede the line of sight, thereby enhancing operational efficiency.



## Enriching Home Use

A broad range of digital devices such as digital cameras and videos are available today for home use. To meet the demands for beautiful display of still photographic images and high-quality playback of moving images, Eizo offers new approaches for household digital environments by equipping monitors with a wide variety of connectors that enable users to hook up the latest digital devices.

## Eizo's Special LCD TV

Television has become an essential household fixture, and therefore Eizo offers LCD TVs with a unique concept: realizing the "natural comfort" of superior picture quality through natural visual expression; adding an enriched, more realistic sensation and impact to the sound that is integrated with the visual image; and a functional design with a distinctive presence that stands out from the background. We provide fresh ways to enjoy television and visual environments through our very special LCD TV, which seamlessly unifies the three elements of visual image, sound and design.



## Supporting Universal Design

Universal design is a type of design that can be readily understood and used by anyone. Eizo offers color vision deficiency simulation monitors that supports universal design from the perspective of color. Our monitor features a mode that simulates the display of colors as seen by persons who are color blind, enabling users to switch modes during the course of design to efficiently confirm the display of colors from a universal design perspective.



## High-Precision Monitors Spark the Evolution of Medical Practice

In conventional practice, X-ray and CT images were printed on film for diagnostic review. However, just as in the field of photography, an increasing number of medical institutions have recently installed filmless environments in which medical images are stored as digital data and viewed on monitors.

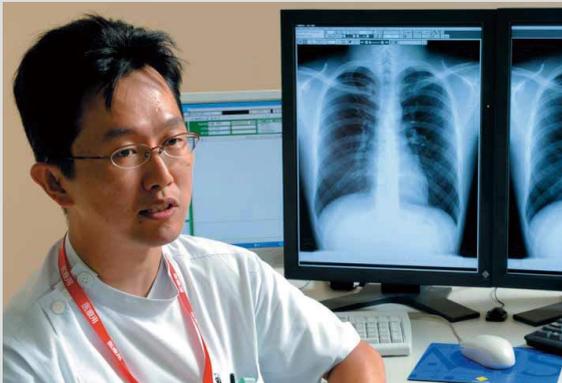
Diagnostic imaging is critical for patient health and well-being, and in the past, film played an important role for its ability to express subtle contrast. Accurate diagnosis in a digital environment therefore requires high-precision monitors that display images

comparable to those captured on film.

Eizo delivers monitor solutions with the high-precision imagery and outstanding reliability required by the medical field, already in use at many medical institutions.

We will continue to provide new advances for the medical field that benefit both patients and medical professionals through monitor solutions based on our own, leading-edge technology.

### Representative Installation



Yoshihiro Chiba, medical radiological technologist, Ishinomaki Red Cross Hospital

### Digitization of Medical Practice

In 2006, Ishinomaki Red Cross Hospital installed a diagnostic station incorporating overall diagnostic imaging (radiation, endoscope, echo, fundus examination) and introduced a filmless environment using Eizo's color monitors and RadiNET Pro network quality control system. It has been used for diagnosis based on digital images displayed on the monitors.

### Enhanced Examination Efficiency in a Filmless Environment

"With digital images we can adjust contrast—that is the advantage of monitor-based diagnosis," said Yoshihiro Chiba, a medical radiological technologist at the hospital. "For example, we

previously captured two images on film for CT breast scans, one for the mediastinum (area that includes the heart) and the other for the lungs. A digital system, however, allows us to examine the state of the lungs and bones from a mediastinum image alone by applying a simple process to the digital image. In other words, we can gather more information from a single data set," Mr. Chiba said. The filmless environment has helped improve the efficiency of the examination process, in turn reducing waiting time for patients.

### Reducing the Burden on Patients

Digital imaging also facilitates information sharing, and since data can be retrieved anywhere inside the hospital by accessing the server, patients and nurses no longer need to carry film from one clinical section to another. "It is difficult for patients with arm or leg disabilities to carry film to the examination room. The burden is no longer there because they don't have to carry anything," noted Mr. Chiba. And from the perspective of medical administrators, digitization has eliminated the need for ordering and storage of film.

### Contributing to Post-Installation Quality Control

Just as with film and the maintenance and management required for laser imagers, a filmless environment requires quality control over multiple monitors.

Eizo's RadiNET Pro is a network-based system that integrates the control of several monitors. Post-installation maintenance had been a major issue for Mr. Chiba, who says he found the system's automatic response to minor image degradation particularly appealing.



Patients find color monitors helpful for facilitating understanding in explanations.



Touch-panel monitors that visually confirm operations are easy to use.



With digital images, a wide variety of information can be gleaned simply by changing viewing conditions.