

The IDEC Identity

Turning technology and “consideration for users” into our strengths, IDEC has provided the world with a great deal of safety and reliability at the point of contact between humans and machines.

As long as we have customers that hold high expectations, we will never compromise and choose the easy alternative.

We will never imitate; we will always make original products.

And we will continue to face the challenges of the future with these same values, unchanged since our founding.

We are the IDEC Group.



Following the Principle of “Customer First,” and Making True Social Contributions

Market conditions have changed significantly in recent years. And, under the present environment, I continue to assert the need for each and every employee to renew their awareness towards adhering to the “Customer First” principle.

Since our company was first established, we have aimed at being a technological leader. That goal has never been for the purpose of boasting about our technology and maintaining monopolistic profits. Rather, it is a declaration of our determination to fulfill our social mission by offering easy-to-use, user-satisfying and eternally popular products that result from our ability to listen directly to the customer and turn their requests into reality.

IDEC employees continually sharpen their abilities, regardless of their department or organization. Sharing the same goals as a single, united group, we treat our customers sincerely and without insisting upon one inflexible point of view. I believe that true social contribution as an enterprise comes as a result of satisfying customer needs in this way.

We deliver much more than just the technology that people anticipate. I am convinced the consciousness and application of that ideal is the fundamental meaning of “technological leadership,” and is proof that IDEC continues to be IDEC.

Chairman and C.E.O.