

## The Competitive Advantages of EIZO

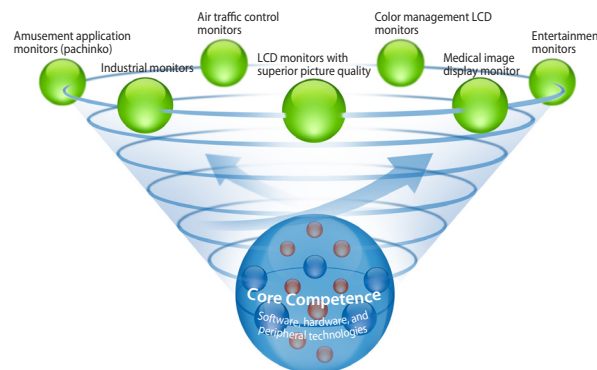
Since its founding, the EIZO Group has consistently focused its technology and passion on creating visual display products. We continue to concentrate our energy and efforts on developing products that are a step ahead of the times by using advanced devices and pursuing cutting-edge technologies. Our goal is to deliver reliable, high-quality products that both satisfy and inspire our customers.

EIZO's competitive advantage is the result of our business model, excellence in development and quality, and our global network.

### ◆ Business Model

We have built on our core competence\* through our work on general-purpose LCD monitors with superior picture quality to expand into vertical markets by developing new products with the additional performance and functions required in various fields. Leveraging the technology, procurement and production synergies among our business units has enabled us to create advanced products with proprietary features to further develop and expand our business. This unique business model has been the major driver of our growth.

#### ■ Business Development Based on Synergies among Business Units



Technology	Procurement	Production
Sharing technologies between business units and developing advanced products with proprietary features	Guaranteed device procurement capability	Production line for flexibly responding to orders

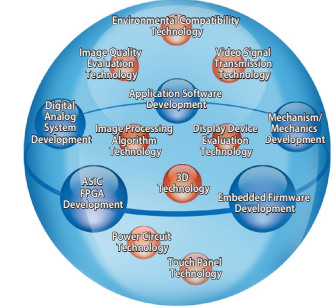
\* Our core competence: Technological expertise that allows for a significant competitive advantage

### ◆ Excellence in Development and Quality

#### ● Development

In the course of creating visual display products, we have gained the full spectrum of technologies required for developing monitors. This in turn has enabled us to quickly deliver new, cutting-edge products and high-quality products with enhanced functionality at reasonable prices.

#### ■ Core Competence Software, Hardware, and Peripheral Technologies



#### ● Quality

- Consistent quality control through 100% self-development and self-production
  - We have always been committed to 100% self-development and self-production, and we will maintain this commitment to integrate quality control, from development and manufacturing to after-sales service, under a group-wide effort to further enhance quality.
- Development of environmentally sound products
  - Our proven track record of incorporating the principle of environmental preservation into product development has been highly regarded in Europe, where environmental consideration for the environment is highly prioritized. As public concern for the environment grows, we will work harder to develop environmentally sound products by, for example, actively participating in the formulation of environmental standards.
- Rigorous attention to quality control
  - The key to the success of our products is the stringent inspections we conduct on the image quality of our monitors at different stages, from development to production. Products are checked by human eye in addition to machine to ensure that the image quality of every unit is reviewed at the highest level of accuracy from the perspective of the user.



### ◆ Global Network

Please refer to page 17.