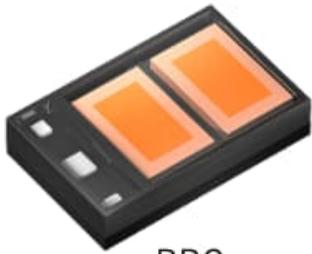




Safety Driving



Safe Workplace



PPG
(Vital Sensor)



Family Health



Exercise Efficiency

Epson accelerates customer value creation and market expansion through open innovation.

Sep 28, 2020 18:00 +08

Epson to Start Selling New Sensing Technologies and Launch New Sensing Analysis Technology Business

Seiko Epson Corporation (TSE: 6724, “Epson”) will begin external sales of new sensing technologies that combine semiconductor and optical technologies that Epson has nurtured and advanced over many years. The company will also launch a new business that will use motion-sensing analysis technology developed for Epson’s M-Tracer golf swing analysis system to provide valuable data about the actions and movements of people and objects in everyday life. Epson will enrich lives and create new customer value through

these initiatives, which will capitalize on open innovation.

Epson has long been using its sensing technologies to provide value to users. For example, the company's semiconductor and optical technologies are used in healthcare to monitor an individual's vital signs and provide visual data about the person's daily activity. Meanwhile, position-fix information measurements are used in the running market to support runners by measuring distance and exercise intensity. While developing these technologies, Epson has received many requests from customers to utilize Epson's unique sensing technology and analysis algorithms.

Factors such as the spread of COVID-19 and the arrival of a super-aging society have contributed to a general sense of unease. At the same time, expectations are rising for safer and more secure communities in the future as social infrastructure such as transportation and lifelines are increasingly being connected to the Internet of Things (IoT). In response to societal demands such as these, Epson has decided to begin successively selling its sensing technologies to external customers in order to capitalize on the technologies in a broader range of applications, assist and look after people in their everyday lives, and contribute to the creation of a safer, more secure world.

Epson has a large number of sensing devices that apply Epson-original core sensing technologies. For many years, the company has used sensors to analyze big data and has accumulated a vast amount of data and many algorithms. Epson will broaden the world of smart sensing and accelerate the creation of new applications by building partnerships with collaborating companies and engaging in open innovation projects that focus on Epson's sensing device product families and on algorithm platforms that create new value obtained through the analysis of sensing data. In addition, Epson will continue to develop efficient, compact and precision technologies and create new markets in a diverse and expanding range of applications and in AI and IoT, where new needs are emerging.

Products and services Epson will begin selling

Sensing devices and modules such as global navigation satellite systems (GNSS) and vital sign sensors

Software libraries that optimize sensors for applications in areas such as sports and healthcare

Information sharing service on the results of motion analyses based on Epson's big data

One of the basic policies of business plan is to accelerate growth by taking maximum advantage of assets and through collaboration and open innovation. Epson will contribute to sustainability by pursuing synergies with in-house resources through collaboration and partnerships and by developing businesses and markets that expand the range of applications.

Inquiries:

VSM Project, Seiko Epson Corporation

Visual Sensing Module Developer Site: <https://developer.cp.epson.com/vsm/>

Related links:

Please see the link below for further details about these products technologies. https://global.epson.com/innovation/core_technology/wearable/

About Epson

Epson is a global technology leader dedicated to becoming indispensable to society by connecting people, things and information with its original efficient, compact and precision technologies. The company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics. Epson is proud of its contributions to realizing a sustainable society and its ongoing efforts to realizing the United Nations' Sustainable Development Goals.

Led by the Japan-based Seiko Epson Corporation, the worldwide Epson Group

generates annual sales of more than JPY 1 trillion.

global.epson.com/

About Epson Malaysia

Epson began operations in Malaysia in 1991 as Epson Trading (M) Sdn Bhd before being incorporated as Epson Malaysia Sdn Bhd. The company has the exclusive rights to market, distribute and support a complete range of leading-edge Epson consumer and business digital imaging products in Malaysia and Brunei. Today, Epson Malaysia has 84 employees and an extensive network of 61 authorised service outlets throughout the country. For more details, please visit www.epson.com.my or connect with us at www.facebook.com/EpsonMalaysia/.