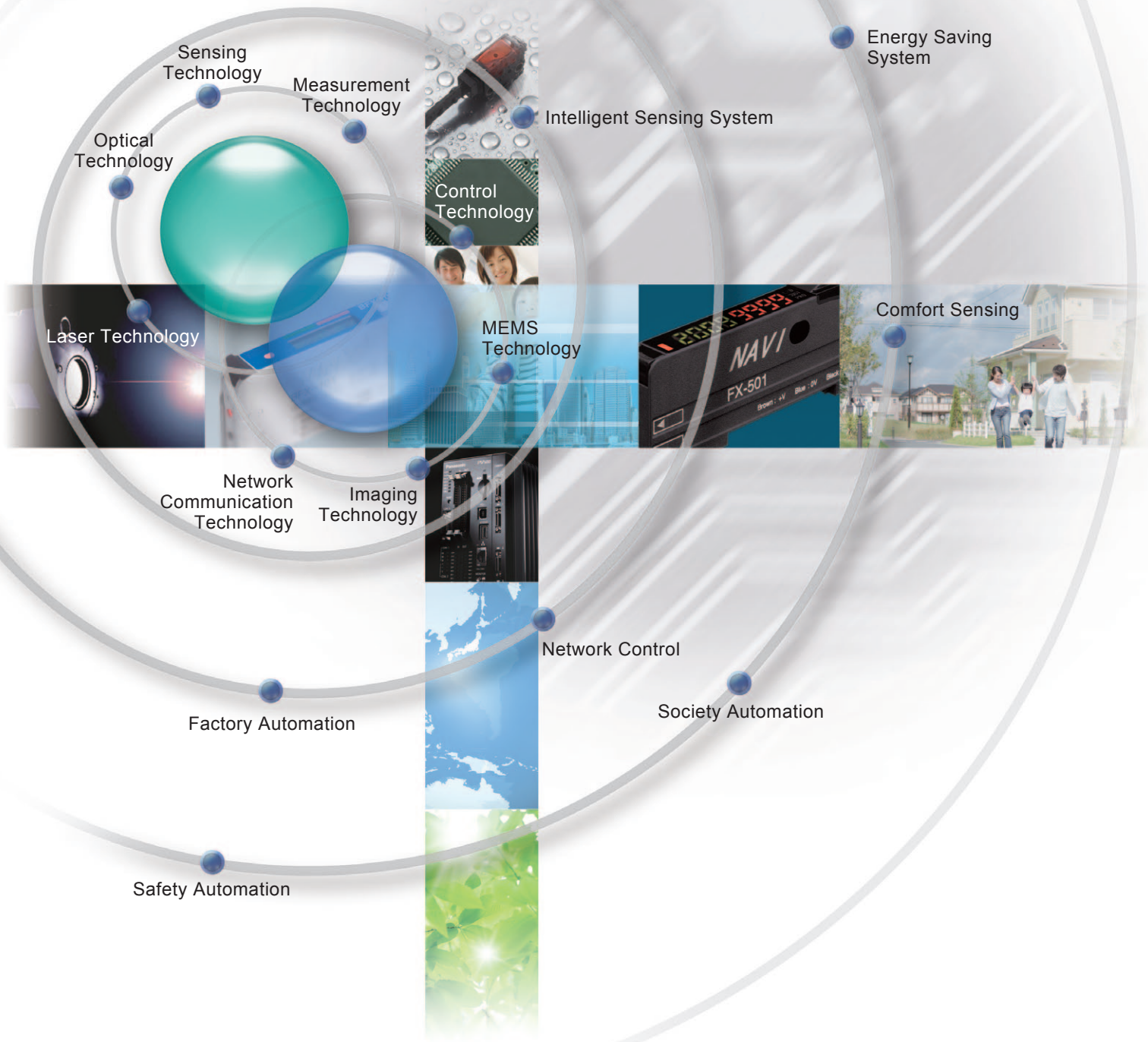


Panasonic Electric Works SUNX

Combining two companies' DNA to create a new legacy



In October 2010, we began a new chapter in our history by becoming Panasonic Electric Works SUNX.

President Greeting

For us, making new dreams reality means living up to customers' expectations while working to bring about a more comfortable and environmentally friendly society by ensuring that each and every employee dares to dream and to give shape to those dreams.

Panasonic Electric Works SUNX stands ready to expand its business from the field of factory automation (FA) to society automation (SA)* and environmental technology. To accomplish this diversification, we'll harness the venture spirit of SUNX and the advanced technologies of Panasonic Electric Works to create new value from SUNX sensing and laser technologies and Panasonic Electric Works control and image processing technologies.

At the same time, we remain committed to fulfilling our mission of community service as a company devoted to coexisting with local residents in Japan, Asia, and countries around the world. Our philosophy of local production for local consumption—that is, of developing, producing, and selling products locally—derives from our strong commitment to this goal of coexistence.

Panasonic Electric Works SUNX is dedicated to helping build a comfortable, environmentally friendly society for all people by harnessing sensing and control technologies to bring the benefits of automation to our neighborhoods and cities. Guiding this effort is the Panasonic Group's overarching goal of becoming the industry's No. 1 Environmental Innovation Company.

* Society Automation (SA)=Social Infrastructure Automation

President Etsuji Araya

Corporate Philosophy

With sensing and control technology as a core, Panasonic Electric Works SUNX provides technology and service to fulfill a promising dream and creates a brighter future with our customers.

Our Solution

Providing environmental, safety, and comfort solutions through advanced technical capabilities in fields ranging from industry to social life

Our goal is to create new value and bring about a fulfilling society. To do so, we give top priority to a manufacturing philosophy that is driven by the consumer's perspective, informed by environmental considerations, and focused on daily life.

Becoming a truly global corporation

In addition strengthening the foundations of our domestic businesses by combining an advanced outlook with exceptional technical and development capabilities, we are working to shift our focus to the environmental and society automation (SA)* fields. We're diversifying our business domains and looking to the global stage while accelerating our move toward local production for local consumption, an approach that seeks to keep operations ranging from development to production and sales local.

* Society Automation (SA)=Social Infrastructure Automation

Building a comfortable and environmentally friendly society

We're leveraging sensing and control technologies to implement a variety of automation solutions targeting activities not only at production sites, but also in neighborhoods and cities. At root of these efforts lies a desire to help build a social environment in which people can live in safety and comfort.

