

Communication with Stakeholders

Anritsu establishes partnerships by pro-actively disclosing information and dialoguing with stakeholders throughout its business activities.



Customers

Anritsu has launched a new brand statement that expresses our promise of “sharing our customers’ dreams and creating a vision, and exceeding customer expectations by delivering solid results through innovation.”

envision : ensure

■ Mobile World Congress 2014

At the Mobile World Congress 2014 in Barcelona, Spain, the world’s largest tradeshow for wireless communication, we exhibited our latest LTE measurement solutions that are contributing to the popularity of mobile broadband services. The solutions and technologies we showcased encompass the entire spectrum, from the development and manufacturing of mobile devices to base stations and monitoring. We also demonstrated LTE-Advanced at a well-received exhibit with two of our customers—leading vendors in the chipset industry—providing support with their mobile phone devices.



Mobile World Congress 2014

■ LTE and LTE-A Measurement Technology Seminar in China

On December 4, 2013, Anritsu obtained its Chinese license for LTE services based on the TDD (Time Division Duplex) method.

Anritsu has been developing businesses closely aligned with the information and communications industry in China. To further strengthen our efforts on TDD-based LTE, on December 6, only days after obtaining our license, we co-sponsored the “LTE and LTE-A Measurement Technology Seminar” with the TD Industry Association (TDIA), an organization that promotes TD technology in China. The seminar was attended by 135 participants, including leading figures in China’s mobile services industry and reporters from the media. We gave a presentation on the latest LTE and LTE-Advanced measurement technology and set up an exhibit to demonstrate the instruments.



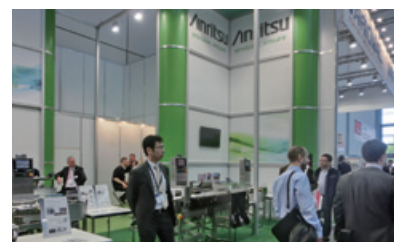
LTE and LTE-A Measurement Technology Seminar in China

■ Exhibiting at an International Tradeshow for Food and Pharmaceutical Manufacturing Technology

Anritsu Industrial Solutions Europe Ltd. (ABUK) exhibited at interpack 2014 in Dusseldorf, Germany, one of the world’s largest tradeshows on packaging, manufacturing and processing machinery.

We set up booths in the exhibition halls for food products, beverages, medical products, cosmetics manufacturing machines and packaging machines. Our exhibits highlighted products such as the Dual X-ray Inspection System for detecting chicken bone fragments, and automatic combination weighers that boast a 50-year history as well as the world’s No. 1 check weighing technology.

The Anritsu booths welcomed about 320 people. Most of these visitors came for specific purposes, some of them bringing actual food products or photographs and inquiring about the level of performance our instruments can deliver in detecting contaminants. We intend to incorporate their feedback into future sales and development activities.



Food and Pharmaceutical Manufacturing Technology Tradeshow