

# OUR CORPORATE SLOGAN



Globalization and progress in IT are challenging companies to look beyond conventions and pursue fresh ideas. Rather than merely responding to the changes sweeping the world, Minolta Co., Ltd., wants to help initiate them. Our corporate slogan, “The essentials of imaging,” was created especially to convey this concept. The word “essentials” reflects our objective to provide products and services that are indispensable elements in imaging applications because they offer optimal image quality, convenient and user-friendly interfaces, and make full use of new communications infrastructures. We expect to promote our corporate growth and evolution during the current fiscal year and beyond by introducing many new ways for consumers to work with top-quality images.