

Consumer Issues

Product/Service Information Disclosure

Structure of Information Disclosure

The Yamaha Group takes all possible measures to prevent any damage on the lives or physical well-being or the belongings of customers caused by products, services, facilities, etc. provided by the Group. In the unlikely event of an accident, the Group notifies relevant authorities according to the laws and regulations, undertakes a product recall for customer safety, and conducts proactive disclosure of information without delay.

The Group painstakingly convey information to customers using methods that range from information posted on the Company's website to press releases, notification through newspapers and industry magazines, direct mail and telephone. The type of customer contact is determined by the level of gravity and urgency as well as the status of customer product use.

Situation Regarding Incidents such as Product Defects

In fiscal 2018, a total of 33 cases were recorded as product accidents or defects within the Yamaha Group.

In November 2017, an accident involving a marching carrying holder occurred in which a bolt on a shoulder strap broke, with another incident involving a bass drum falling. Yamaha provided a free remedy to all customers beginning in December. All of the customers to whom the product was delivered were listed and identified, and were immediately contacted by direct mail or telephone for support.

» [Status of Violation of Laws and Regulations Regarding Accidents and Safety Involving Products and Services](#)

Initiatives for Awareness of Safety

The Yamaha Group provides information through media that is easy for customers to access such as instruction manuals, catalogues as well as its website to promote the safe use of its products, and works to enlighten people on safety to prevent accidents from occurring.

Yamaha posts information to promote safety on its catalogues for school-use musical instruments and devices, and also publishes individual product information on its website.

» [For the safe use of products. \(Japanese only\)](#)

Proper Product Labeling and Advertising

The Yamaha Group conducts advertising and promotions that accurately convey the details of products and services to customers. At the same time, we strive to provide accurate information related to our products and services in accordance with laws and regulations. To achieve this, we have stipulated our Compliance Code of Conduct and are implementing it. Furthermore, the labeling is validated based on the quality management system.

» [1-3 Proper Advertisement and Publicity and Accurate Presentation of Information](#)

Status on Violation of Laws Regarding Labeling and Advertising

In fiscal 2018, 17 incidents of law or regulation violations regarding product labeling were detected (5 cases of non-certification in regulations/period lapse, 5 cases of improper labeling, 4 cases of exceeding standard levels, and 3 other cases). All of the incidents were handled appropriately. No fines were imposed regarding these regulation violations.

Ensuring Product/Service Safety

Basic Policy

The Yamaha Group believes that the safety of its products, services and facilities falls under the concept of fundamental quality that must be provided.

The Group defines how we ensure the safety of products and services in our Compliance Code of Conduct. To put this into practice, we are working to organize the structure, and strengthen design processes towards essential safe design.

» 1-2 Ensuring Safety of Products and Services

Structure and Correspondence to Ensure Safety

The Yamaha Group endeavors to ensure and improve product safety through the safety-conscious designing of products, and correspondence to safety inspections and Laws and Regulations related to its products.

► Safety-Conscious Product Design

The Yamaha Group pursues safety-conscious designing of its products, and its efforts include incorporating a risk assessment process into the design review at the time of development.

Through the risk assessment process, we identify and hypothesize potential risks involved in each product and manner of using it, allowing us to consider the minimization or removal of these risks during the product design process.

In fiscal 2018, we aimed to establish the “R-Map,” method*, a risk assessment process. We are proceeding with activities to further enhance the efficiency of our risk assessment activities using this method.

* The R-Map method is a method proposed by the Union of Japanese Scientists and Engineers, and visualizes risk on a 6x5 matrix. It is utilized for risk reduction during designing processes and evaluation of product risk. The Ministry of International Trade and Industry, and National Institute of Technology and Evaluation (NITE) also evaluate risks by using the R-Map method.

► Safety Reviews of Major Products

The Yamaha Corporation Quality Assurance Division conducts labeling confirmation and safety inspections of the Yamaha Group’s major products (approx. 50 products per year) that are actually being sold, and provides feedback of the results to the department in charge, and strives to improve safety.

► Corresponding to Product Regulations and Standards in Each Country

Yamaha monitors trends in information for regulations and has decided on an internal policy and developed a structure for full compliance with each country’s regulations and standards pertaining to product quality and safety as well as environmental protection.

Based on recent strengthening standards that apply to electromagnetic waves, Yamaha Corporation has installed electromagnetic wave measurement equipment and various other kinds of measurement, analysis and evaluation equipment at this facility. This equipment is used to evaluate products for compliance, mainly in development divisions, with respect to the regulations of relevant countries. Regulations for chemical substances have also become more stringent in each country, and in line with this, Yamaha has created and implemented a management system for chemical substances contained in products and established its own Standards for Chemical Content in Products. These standards have been used to manage chemical substances in products during design and development and have helped facilitate legal compliance as well as minimize the environmental impact of products. The standards undergo revisions as and when necessary, in response to legislative expansion and change, the accession of voluntary standards and other factors. In order to respond to changes in regulations in each country promptly and in an appropriate manner, going forward, Yamaha will work closely with overseas subsidiaries to coordinate information, and will improve systems to manage information on regulations.



An anechoic chamber used for electromagnetic wave measurement

► Taking Immediate Action When Faced with a Product Safety Issue

The Yamaha Group has put in place a system that places top priority on ensuring the safety of customers. In the event of a product safety issue in the marketplace, employees who receive notification of a safety problem report it immediately to the responsible department and the Quality Assurance Department. The department that receives the report immediately notifies top management of the occurrence of an issue. At the same time, the head of the Quality Assurance Department convenes the relevant departments from across the company, moving to respond to affected customers, notify the appropriate government authorities, and initiate measures aimed at preventing recurrence.

Training for Product Safety

Since 2010, the Yamaha Group has initiated product safety training courses in human resource training. From fiscal 2018, the Group established a product safety risk assessment course. In addition to introducing case studies of specific safety issues, the Group has commenced training courses in risk management from the product development stage to post-development, essential safety design policies as well as statutory and regulatory requirements with respect to product safety. During the eight years between fiscal 2011 and fiscal 2018, there were approximately 1,404 hours of lectures for these courses attended by a total of 257 employees comprised mainly of engineers and personnel from development areas.

Status of Violation of Laws and Regulations Regarding Accidents and Safety Involving Products and Services

In fiscal 2018 there were three responses to incidents involving a Yamaha product.

In November 2017, an accident involving a marching carrying holder occurred in which a bolt on a shoulder strap broke, with another incident involving a bass drum falling. Yamaha provided a free remedy to all customers beginning in December. All of the customers to whom the product was delivered were listed and identified, and were immediately contacted by direct mail or telephone for support. Inspection was 95% complete by the end of April 2018.

One regulation violation regarding product safety was discovered (excess amount of lead contained in instrument case straps), which was corresponded with appropriate measures. No damage to customers due to this issue has occurred so far.

» [Product/Service Information Disclosure \(Situation Regarding Incidents such as Product Defects\)](#)

Quality Assurance

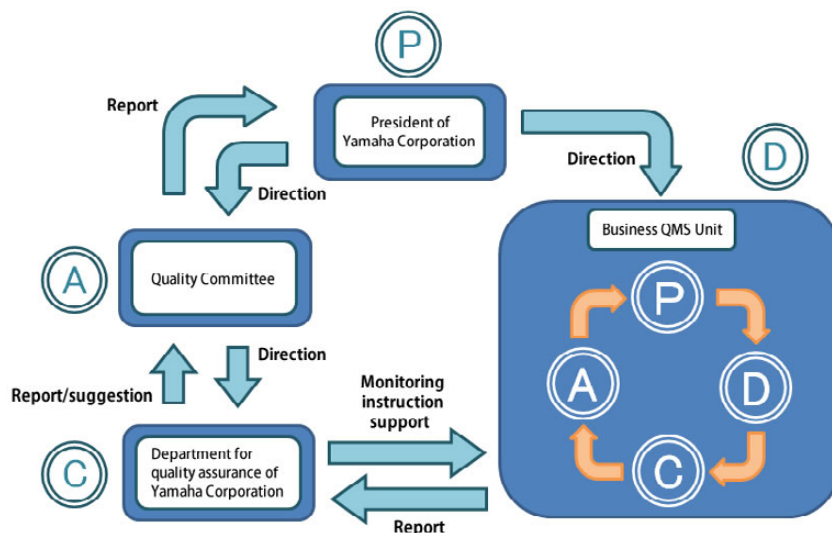
Quality Management System

The Yamaha Group strives for quality improvement through the operation of a quality management system to ensure the production of high quality products and the provision of high quality services.

Quality policies and objectives as well as important quality-related measures being implemented by the Yamaha Group are deliberated by the Quality Committee and then sent to business divisions by instruction of the president and representative executive officer. Each business division sets its own division objectives in line with the quality policies and objectives set by the president. The

Yamaha Corporation Quality Assurance Division confirms whether each business division achieves its goals and monitors quality audits (refer to the next section.)

In addition, the “Group Quality Management Policies & Rules” aims to strengthen governance of quality management in the overall Yamaha Group, and requires that quality information from each Group Company is to be concentrated to the head of the Quality Assurance Division of the Yamaha Corporation.



► The Site Acquiring ISO 9001 and TS16949 Certifications (As of the end of March 2018)

ISO 9001: acquired in six business domains

ISO/TS 16949: acquired in one business domain

Quality Audit

Auditors of the Yamaha Corporation Quality Assurance Division conduct quality audits to check whether or not the quality management of each business QMS unit, as well as the quality of products and services, matches the target level set by Yamaha Group. While urging improvements if needed, the results of these audits are taken into account in improving the company-wide quality management system. On the other hand, each business QMS unit instructs and audits the factories they oversee, both inside and outside of Japan. Every effort is made to further enhance product quality.

In order to further improve the effectiveness of quality audits, the Yamaha Group is striving to make improvements on both the quality audit results and its process.

Quality Training

The Yamaha Group's employee quality training program is comprised of expert training and general training for each job position. The goals of this program is to raise awareness and enhance skills with respect to quality control. In addition to existing quality engineering, and product safety courses, in fiscal 2018 the Yamaha Group held a new course for product safety risk assessment (R-Map). The Yamaha Group is considering to re-structure the quality training program to encourage mid-level employees in the engineering field to acquire experience with quality related skills and to raise awareness to management level employees on quality control.

Sustainable Consumption

Provision of Information Related to Environmental Consideration in Products

In order to spread products and services considering environment and society, and meet rising awareness toward environmental preservation among customers, the Yamaha Group discloses examples of environmental consideration initiatives of its products on its website.

In 2015, the Group began attaching the Yamaha Eco-Label to products certified as Yamaha Eco-Products in order to promote product development which considers environmental issues. The aim of the program is to provide customers with environment-related information and facilitate recognition that our products meet the Eco-Products standards when they are selecting an item to purchase.

» [Yamaha Eco-Products Program](#)

» [Environmental Friendly Products and Services](#)

► Status of Yamaha Eco-Products Program (as of March 31, 2018)

In fiscal 2018, the Yamaha Group newly certified 16 models, bringing the total number of models certified as of March 31, 2018 to more than 320, with 31 bearing the Yamaha Eco Label.



Yamaha Eco-Label

Initiatives to Improve Longevity of Products

It is possible to use high quality instruments for many years with proper maintenance and repairing or replacing parts. Yamaha is striving to improve the longevity of its products by developing a system for instrument maintenance/repair technicians and services, operating a piano renewal business, and upgrading Electone products through a parts exchange so that they can be used for many years.

► Development of system for instrument maintenance and services

We are taking efforts to develop a system for maintenance and repair services for acoustic instruments such as pianos and wind instruments.

Technician training

» [Piano Technical Academy](#)

» [Wind Instrument Technical Academy](#)

Maintenance support for musical instrument users

We are providing knowledge and skills regarding musical instruments by offering a maintenance guidebook and holding maintenance workshops to ensure that musical instruments are consistently maintained in the best condition.

► Piano Renewal Business

After collecting Yamaha pianos which are no longer used in the home, etc., Yamaha Piano Services repairs, repaints, tunes, and adds additional muffling materials before returning the instrument to market as a renewal piano. These refurbished pianos perform the same as new pianos. This process saves precious resources by allowing the product to be used again.

» [Yamaha Renewal Piano](#)

► Electone Vitalize/Grade Up Unit

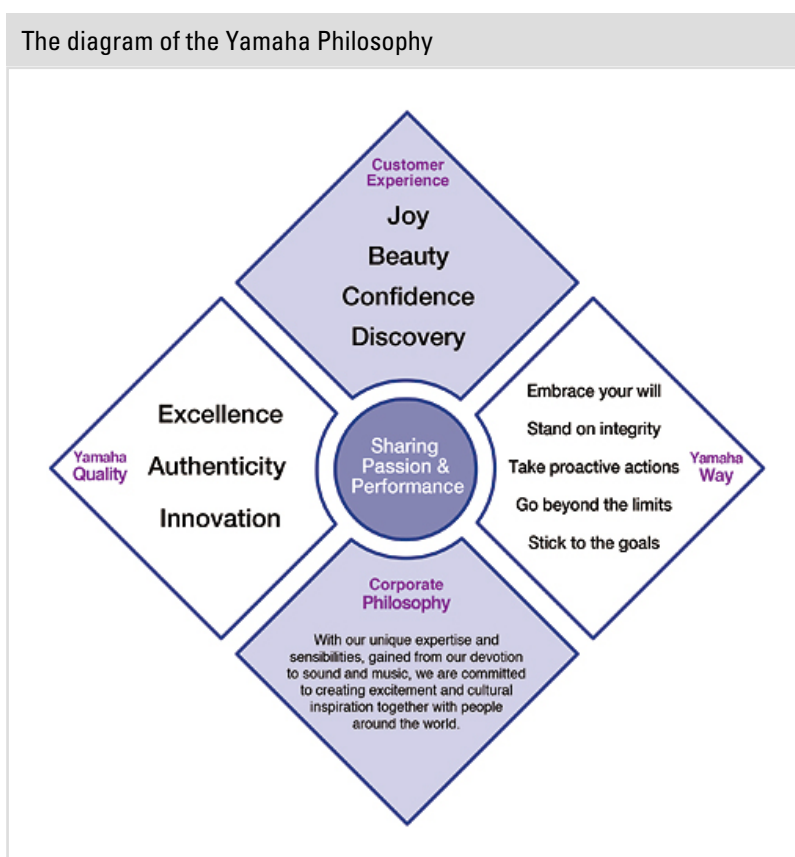
Based on the desire for our customers to be able to continue using a beloved Electone unit for a long time, we offer a service to upgrade products to the newest model through unit exchanges.

» [Vitalize/Grade Up Unit](#)

Improving Customer Satisfaction

Basic Concept

The Yamaha Group declares in its corporate philosophy structure, the Yamaha Philosophy, to continuously produce products and services that exceed our customers' expectations, and to keep creating excitement, by focusing on the viewpoint of our customers. We specifically define our commitment to our customers through a particular principle referred to as the "Customer Experience." All Yamaha employees continually remember that the purpose of their day to day work is to realize this "Customer Experience."



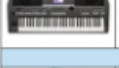
» 1-1 Realization of Customer Satisfaction

► Business Based on the Customer's Viewpoint

Focusing mainly on our musical instrument and audio divisions, customers' comments are distributed and shared globally by e-mail the Intranet, company magazines, and posters. Furthermore, focusing mainly on the musical instrument and audio product development divisions, we are implementing training to develop the mindset which grasps the true desires of customers.

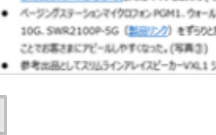
Through these efforts, our aim is to nurture an organizational culture that utilizes a customer-oriented approach and focuses on each customer's evaluations and requests.

Samples of opinions received from customers

YOM 製品登録アンケート	
	電子キーボード PSR-E363 ● 認知度手前のため購入にためらったが、若い時からあこがれていたピアノを弾けた。70の手前です。(女性)
	電子キーボード PSR-S670 ● 子どものピアノやフルートを趣味的にやっており、今度も一度は楽器(あるいはそれら)を購入してみたい。高年寄りとしては、PSR のモニター画面を、もう少し大きくしてほしい。(男性)
	エレクtron EL-S-02C ● 孫がエレクtronを買ったことから、今まで使っていたエレクtronを譲って、自分の分を新品に購入しました。エレクtronは孫全体のリハビリに有効だと思えます。(男性)
	電子ピアノ CLP-635R ● 機能や音質はYAMAHA 製なので間違いないのが大前提ではあるが、この機種は設置立てが多少邪魔にはなるものの、天板が広い幅で、処分したアップライトピアノの上に乗ってあった写真などがそのまま置いておけるといふ点が購入のポイントになりました。(女性)

AVレシーバー R-S700	
	「音楽好きにとって、組合せ社ではこの機種の同等なものはない。」(フランス 60 代男性 推奨度: 9)
フロントサラウンドシステム YAS-306	
	「映画はこれまでのところO Kで、他社と比較して価格も適切。」(ドイツ 50 代男性 推奨度: 6)
Relit ライティングオーディオシステム LSX-170	
	「デザインと音質にとても感銘を受けた。値段が関わる限り、そこへんの組合せ社よりも絶対的に良い。」(南アフリカ 40 代男性 推奨度: 8)
BDプレーヤー BD-A104Q	
	「私は家族はヤマハの機器を何年も使っていて、音質とイメージに信頼を持っています。従って、もしこの製品が他社よりもより高価だとしても、ヤマハを薦めるでしょう。」(ドイツ 20 代男性 推奨度: 10)

アコースティックギター The FG	
	「FG150を67年に購入し、グループ活動していたので、FGらしいギターの音色、そして、よりなつた音で満足している。」(男性 60 代以上)
サイレントギター SLG200S	
	「音フォーキングをグループで練習したので、もう一度それをして。」(男性 55 歳～59 歳)
アコースティックギター LL16L ARE	
	「40 年程前にギターに再興しました。」(男性 60 代以上)
エレクトリックアコースティックギター APX700 II-12	
	「40 年程前に 12 弦ギターに触れたのがきっかけで、エレキ化された音に魅了された。また、ギターもコンパクトなので扱いやすい。」(男性 55 歳～59 歳)
ギターアンプ THR5	
	「替わったことをもう一度やってみたい。」(男性 50 歳～54 歳)
エレクトリックアコースティックギター FJX730SC	
	「以前コンサートやコンテスト出場、通 2 度のライブ等の活動をしていて、もう 10 年以上ギターを弾いていないが、今回コンサート出演を機に 20 年ぶりにギターを弾いた。6 弦持ちが楽に弾けた。これを機会に趣味としてでもまた始めたいと思う。」(男性 50 歳～54 歳)

ヤマハの展示	
	● ヤマハデパート銀座店、両月開催されたアイドルグループ AKB 48 様子を撮る企画として、歴代のデジタルカメラに思い入れのカメラや好きなデジタルカメラ (富士通) に 1 人 1 台カメラを持って撮影。ルーレット抽選でプレゼントがもらえる。(写真①)
	● 入り口左手には、revolabs 社の会議用デジタルワイヤレスマイクシステム「Executive Elite シリーズ」(Executive_HD シリーズ) に対応マイクを展示。(写真②の左側)
	● ページングステーションマイクPGM1、ウエールマウントコントローラー-MCP5L、L2 スイッチ SWR2100P-10G、SWR2100P-5G (製品③) を展示。また、「Dante」に対応した L2 スイッチのランナップが揃ったことで、お客さまにアピールしやすくなった。(写真③)
	● 参考出品としてスリムラインアコースティックギター-VKL1 シリーズを展示。(写真④)

推奨度	お客様の立場 利用機種	動機理由
推奨者 (9-10 点)	エンドユーザー RTX1200	YAMAHA さんのグループは他社製品と比べて設定がたやすくサポートも手厚い印象を受けたので動機づけたいと思いました。
	設置業者 (Sber)	● 導入したいネットワークの機能要件は満たしている上、値段もそれなり手ごろで導入しやすいため、ぜひ採用したい。 ● 技術的に苦だった際も、このようなサポート窓口があるということが分かったため、安心して動機づけられる。
	販売店 RTX1200	今回、知人からの紹介で初めて利用しました。迅速かつ適切な対応に感謝しており、ぜひ動機づけたいと思えました。
	エンドユーザー NVR510	初心者でもわかりやすい U I や取扱説明書が便利です。構成や接続方法に悩んでもほかのメーカーに劣っていないと感じていますので動機づけたい。
中立者 (7-8 点)	エンドユーザー NVR510	製品に信頼性があること、メーカー (YAMAHA) のサポートも申し分ないこと、YAMAHA のホームページ上に有用な情報が豊富に掲載されていること、とても参考になることなどから、製品が気に入っている自分や周りの人々に対しては、動機づけたいと思えます。
	SWX2100-8G WLX202	

Structure for Improving Customer Satisfaction

To comprehensively understand our customers' evaluations and requests, each business division of the Yamaha Group conducts customer satisfaction surveys using various formats.

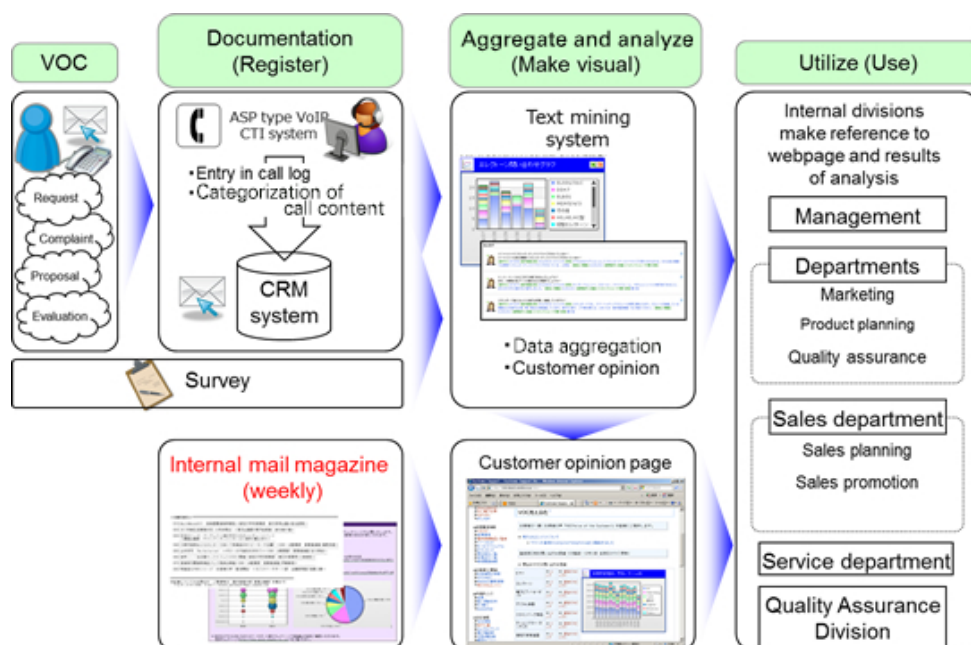
In particular, our musical instruments/audio divisions have been globally collecting and utilizing feedback from the voices of our customers not only through customer support services, but also through various forms of daily communication. In order to further connect with customers in our major markets, Japan, the US, and Europe, we switched to a new online member system and revised the product registration questionnaire so that we can reflect customer opinions in the planning and development of our products.

Example

Voice of the Customer (VOC) - Visualization (in Japan)

In Japan, we collect in a database then collate and analyze opinions and requests from customers in our customer support department, discussing the results in monthly meetings attended by product development and quality assurance managers from each business division. Also, we established a system to visualize the voice of the customer (VOC), which shares information on customer opinion and requests internally in real time, and allows us to rapidly reflect customer feedback in our sales activities and product development.

Structure of VOC Visualization



Improving Usability

The Yamaha Group conduct usability tests* with the aim of improving the user-friendliness of our products and making manuals easier to understand, and we conduct product evaluations with the cooperation of actual customers. Results are reflected in our product specifications and manuals.

The development and other departments involved in products and services work together to conduct usability tests and product evaluations by users in order to swiftly share information about problem areas. This makes it possible to quickly take the steps necessary for improving the usability of existing products and uncovering operability issues with new products in development.

* Usability test: Having likely customers actually use a product to determine the product's ease of use (usability). Since 2004 Yamaha has used employees as volunteer testers.

Example of Product Development

Product Category	Model Name	Feature of Usability	Release Date
Digital Mixing Console	Rivage PM10 Series	- Improved flexibility and utility when connecting various input/output devices - Enhanced flexibility for sound engineering - Shorten work time	December 2015
Alto Saxophone	YAS-875	- Improved the size and shape of the key buttons for a better 'feel' regardless of the player's hand size - Enhanced operability for effortless playability	September 2015
Synthesizer	reface DX	- Verified electrostatic sensor operability by carrying out usability tests - Improved keyboard feel - Reduced malfunction	September 2015
Portable keyboard	NP-32 NP-12	Enhanced playability for both males and females of all ages	February 2016
Digital mixer	TF RACK	- Improved portability/installation by compacting the "TF series" - Full control of the main unit through multi touch display/special GUI - Verified operability by carrying out usability tests	December 2016
Unified communication speakerphone	YVC-300	Audio guide installed for easy initial setting	October 2015
Synthesizer	MONTAGE	- Improved continuous usability by implementing UI upgrade system - Improved operability for live playing and sound editing based on usability test	May 2016
Processor for equipment iPad application for "MTX/MRX series"	ProVisionaire Touch V1.2	- Improved display allowing users to easily customize the control panel - Reduction of errors regarding network settings between connected devices	November 2016
Electronic piano	CLP-600 series	- Reorganized screen display to make sound changes easier - Tested visibility from a user's perspective and revised specifications	May-July 2017

Evaluations by Third Parties

► Selected First Place in the Educational Service Industry in Japanese Customer Satisfaction Index (JCSI) for the Second Consecutive Year

Yamaha(Music School・English School)was selected as first place in the educational service industry for the 4th Japanese Customer Satisfaction Index (JCSI) research in 2017 for the second consecutive year.

► Selected First Place of the Network Device Category in Nikkei Computer Customer Satisfaction Survey for Second Consecutive Year

Yamaha Corporation was selected as first place of the network device category in Nikkei Computer Customer Satisfaction Survey 2017-2018 for the second consecutive year.

» [Related pages \(Japanese Only\)](#)

Initiatives for Improved Customer Response and Support

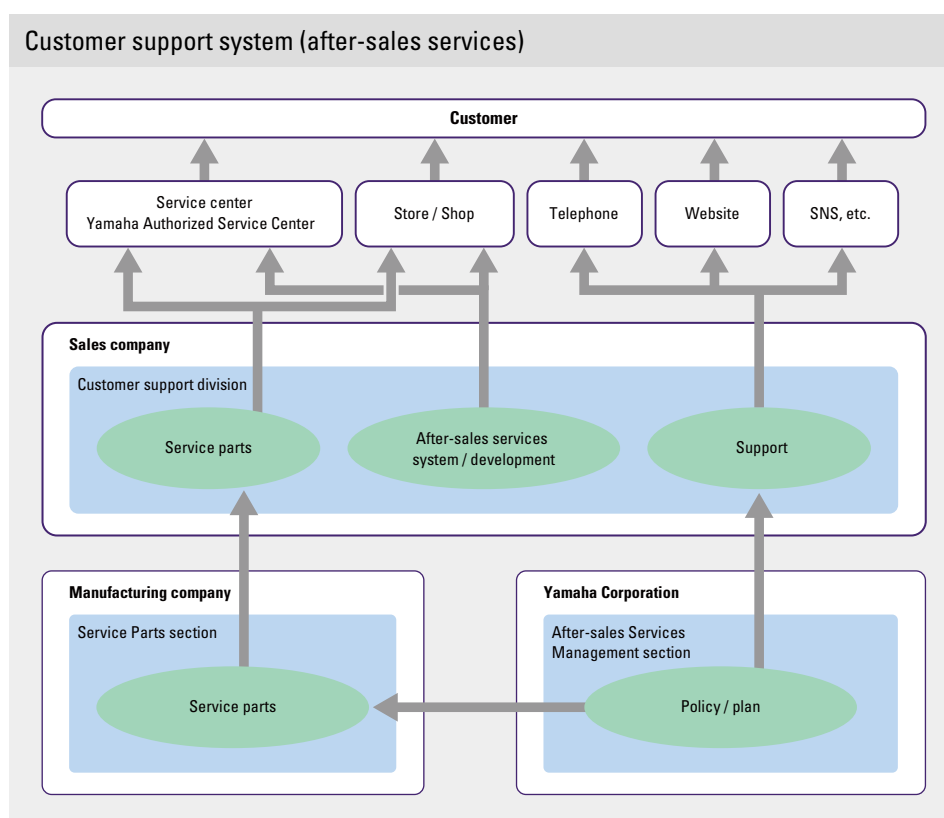
Customer Response and Support Structure

The Yamaha Group has established an After-sales Service structure for customers. The organization is working to respond to customer inquiries and requests with integrity. The Yamaha Corporation has established an After-sales Service Management section and has shared the After-sales Service plans and policies regarding the overall Yamaha Group with sales companies and manufacturing companies. Manufacturing companies have established sections to provide service parts and are storing and providing service parts. Sales companies have developed systems, including establishing customer support divisions and are providing after-sales services.

For example, in Japan, the musical instruments and audio products divisions set up a Customer Support division in Yamaha Music Japan Co., Ltd., which is a sales company, and organizes customer service by product. Overseas, we created an After-sales Service network for each region. This network serves as a point of contact for customers and includes Yamaha Group Service Centers, Yamaha Authorized Service Centers, distributors and contracted engineers.

The customer support sections develop customer support systems that make use of telephone, website and social networking services in order to respond smoothly to inquiries. Some of these departments have introduced a customer management system using cloud computing.

» 1-6 Offer of After-sales Services and Response to Customer Inquiries



Yamaha Music Japan Co., Ltd.



Yamaha Corporation of America



Yamaha Music Europe GmbH



Yamaha Music & Electronics China

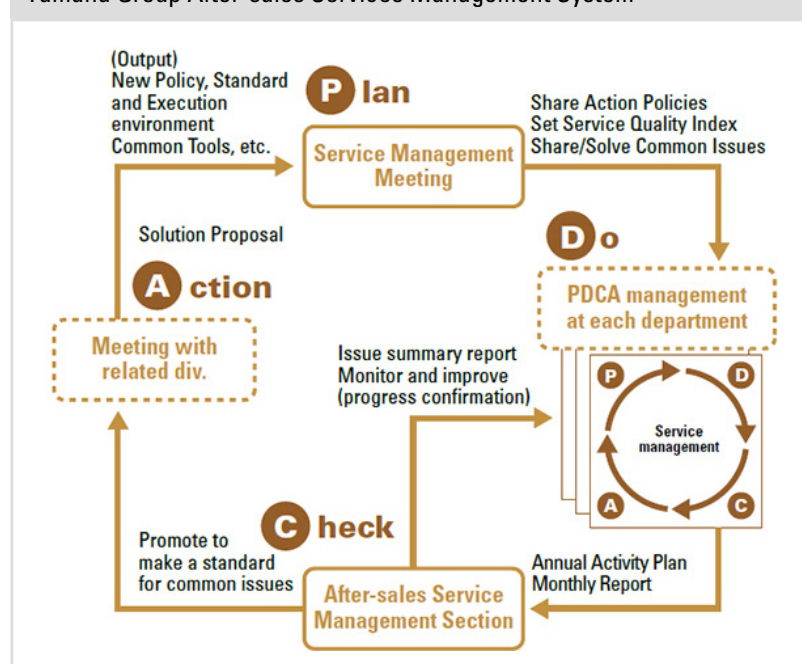
Yamaha Group After-sales Service Management System

The Yamaha Group has created an After-sales Service Management System and is working to continually improve the quality of our customer response and support based on the slogan “ONE YAMAHA.” The Yamaha Group policy is shared at the annual Service Management Meeting and each sales company and manufacturing company with a service parts center in Japan and overseas set target values for improving After-sales Service quality. Each Group company conducts activities according to its plans, and Yamaha Corporation’s Quality Assurance Division monitors their progress. In this way, the entire Yamaha Group works to make improvements to continuously enhance response to customers and customer support.

After-sales Service representatives from 25 Japanese and overseas companies participated in fiscal 2018’s Service Management Meeting, and discussed a management program related to After-sales Service.

Furthermore, in order to provide standardized high-quality after-sales support to the customers all over the world, the Yamaha Group established the After-sales Service Management Standards, which outlines the basics of after-sales services that need to be shared in the Group. We established an instruction manual to systematically apply these standards to the operation. The Group also began monitoring operational status by a check sheet.

Yamaha Group After-sales Services Management System



Service Management Meeting

Initiatives

Evaluation of Customer Service Call Centers from the Customers’ Perspective

Yamaha Music Japan Co., Ltd. worked to once again determine helpline evaluation targets which display customers’ feelings towards the response helpline since its establishment in 2013. It adopted “Thank you Rate” in 2014 and “Net Promoter Score (NPS)” in 2015.

Thank you Rate counts the number of times a customer says “Thank you” to support staff from all inquiry cases. Points are added when a customer genuinely expresses thanks or offers the staff a compliment. By adopting the Thank you Rate, not only can the Company quantify customer satisfaction toward support responses, the helpline staff themselves become more aware of how much they connected with the customers. This generates a positive cycle in which staff more happily respond to customer inquiries, which in turn boosts customer satisfaction further.

The Net Promoter Score (NPS) is an index in which customers are asked the likelihood of recommending a company, product, service, etc. to their family, friends, and acquaintances, measuring their loyalty towards them. The Company is striving to improve operations by deriving positive examples from both the rate of recommendation and high ratings by asking customers the reason for their rating. As a result, the Company saw NPS improve from 13 points in fiscal 2017 to 20 points in fiscal 2018. Furthermore, the Company was able to confirm the strong link between support recommendation rate derived from customer questionnaires and loyalty to Yamaha Brands. Yamaha is working every day to forge an even closer relationship with everyone by improving the quality of customer response helplines.

Education/Training Related to After-sales Services

Yamaha Corporation is striving to develop and fulfill an After-sales Service network in which customers can continue using our products at ease. We periodically hold technical training for After-sales Service skills for employees of Group sales companies in Japan and overseas, and the participants then teach the same skills to the repair technicians in each region. We also visit overseas sales distributors in areas where there are no Group companies, and hold technical training for After-sales Service skills.

Personal Information Protection

Policies and System for the Personal Information Protection

The protection of personal information is an important social responsibility.

The Yamaha Group complies with laws and regulations regarding personal information protection and has developed a Privacy Policy and internal regulations regarding personal information protection in order to appropriately handle the important information we have in our custody, such as the personal information of customers using its products and services. These regulations are revised as needed based on revisions of laws and societal trends. Based on these regulations, we have developed a manual that explains key considerations when handling personal information and have put it into practice.

In addition, the Yamaha Group has established a position responsible for supervising the handling of personal information in the Group as well as a position responsible for managing such information in each division. The Group has established a system to respond quickly during incidents such as information leaks.

In fiscal 2016, we established an information security working group in the Risk Management Committee which has considered measures to improve operations, collected reports regarding incidents, and conducted monitoring of compliance to regulations regarding personal information protection. In fiscal 2018, the Group confirmed the storage and handling status of Group Companies which hold large amounts of personal information. The Group identified issues requiring improvement and promoted a response.

[» Privacy Policy](#)

► Training and Education Regarding Personal Information Protection

We are strengthening efforts to enhance and round out awareness of employees by conducting personal information protection training, education and audits for divisions handling personal information. In fiscal 2018, staff belonging to Yamaha's Legal Division gave an explanation of laws and regulations regarding personal information protection to employees, including members of the development division.

Status of the Execution of Training Related to Personal Information Management (fiscal 2018)(Yamaha Group)

Training theme	Target	Number of participants
Explanation of revised Personal Information Protection Act	Development Division	50
Explanation of EU General Data Protection Standards	Quality Assurance/Customer Support Divisions	30

► Customer Personal Information Service Desk and Handling Status

In compliance with the law, the Yamaha Group has appointed an office to manage the personal information collected from its customers. The Group will respond to requests from customers or their proxies to disclose, change, delete, or stop usage of customer personal data held by Yamaha.

[» About Procedures to Respond to Requests to Disclose or Correct Personal Information \(Japanese Only\)](#)

► Initiatives for Customer Information Management

The Yamaha Group promotes the information security management of personal information at a practical level based on "Group IT Management Standards" specifying IT management of personal information. From fiscal 2017, we have provided an auto-encryption feature for the storage of personal information. In the unlikely case of an information leakage, the system is structured so that only authorized personnel can view or use the personal information, improving the security of this system.

Incidentally, there were no large incidents concerning loss of personal information in fiscal 2018.

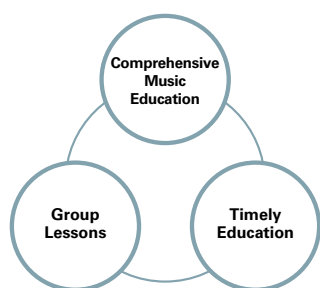
Enhancing Products and Services

Music Education Business

Conveying the joy of playing music to people throughout the world, the Yamaha Group operates a music education business both in and outside Japan as a part of efforts to contribute to the enrichment of society. Since opening an experimental organ class (a predecessor of Yamaha Music Schools) in Tokyo in 1954, the Yamaha Group has provided music education to help enrich the growth of children and established and developed the Yamaha Music Education System, a unique education method. Yamaha provides courses that meet the needs of each generation. These include Yamaha Music Schools for children between age 1 and junior high school/senior high school age, Yamaha Music Lessons for Adults, etc., for both music enthusiasts and individuals interested in learning to play a musical instrument as a hobby.

► Yamaha Music School Expanding to more than 40 Countries and Regions in the World

Yamaha Music School provides lessons that focus on nurturing a love of music based on the three features of comprehensive music education, timely education and group lessons. Our aim is to empower children with the ability to express themselves freely with music through our unique musical methods which include elements such as listening, singing, playing, reading and creating.



"Yamaha Music School" logo



Yamaha Music School

Yamaha Music School enrollment in Japan

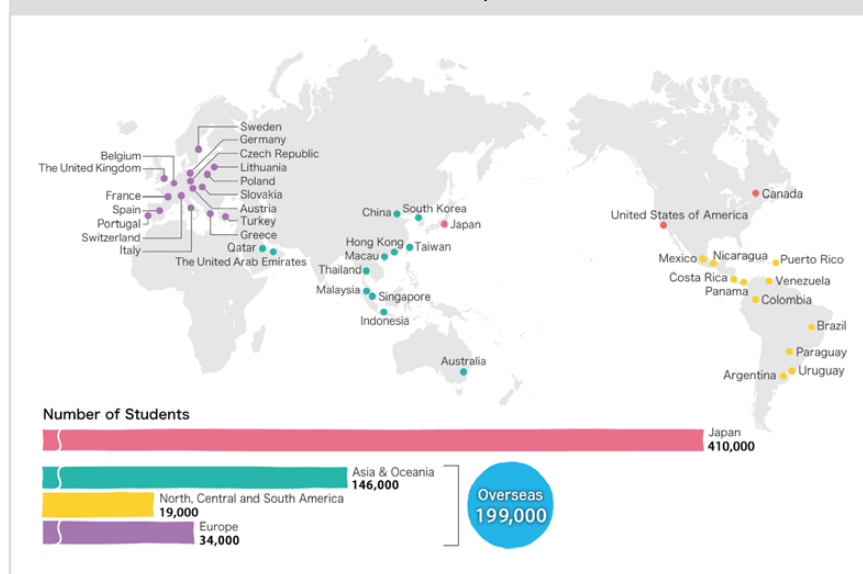
	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Japan	350,000	320,000	300,000	280,000	271,000

*As of June, in each fiscal year

Overseas, currently around 199,000 students are given the opportunity to learn the joy of music at a Yamaha Music School in over 40 countries and regions, including Asia, Europe, North America and Latin America. Each course is developed in light of the culture and character of each region while being based on a philosophy and curriculum for music education developed in Japan.

Countries in which Yamaha Music School operate

(As of June 2018)



Music School enrollment overseas

	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Asia, Oceania (including China)	148,000	144,000	146,000	144,000	146,000
Europe	27,000	26,000	31,000	33,000	34,000
North, South America	21,000	20,000	20,000	19,000	19,000
Total	196,000	190,000	197,000	196,000	199,000

*As of June, in each fiscal year

► Spreading Yamaha's Music Education Philosophy Around the World

Yamaha holds the Yamaha Junior Original Concert (JOC), an event which calls for children under 15 years of age studying at Yamaha Music Schools to turn their feelings into music and perform their own compositions. We now receive around 35,000 original compositions from children every year. The concerts are held not only in Japan but throughout Asia, Europe and other regions as well. In addition, the International JOC event has been held in Japan since 1972. Through the common language of music, Yamaha's philosophy of music education is spreading throughout the world.

► Responding to Various Needs, "Yamaha Music Lessons for Adults"

Yamaha provides Yamaha Music Lessons for Adults for a wide range of age groups, from junior high/senior high school students, to adults, at around 1,300 locations throughout Japan. We provide a variety of courses to meet our customers' diverse needs, from musical instruments such as the saxophone or guitar to vocal (currently 37 courses, 107,000 students enrolled).

Each course is basically comprised of small group lessons and is designed to allow students to improve their skills with the instrument while enjoying their time with their friends through materials, and features a curriculum which overcomes any discrepancies in musical experience. Events are planned within each school or course, and provide a platform for exchange and the further spreading of the joy of music. Convenience is another benefit for students as they can come after school or work, since the location of the music schools are close to the station and they do not need to bring anything.

In addition, we are developing health programs for seniors, making use of the effect which music has on health, through programs such as "Music and Health" and "Sing for Health."



Yamaha Music Lessons for Adults



"Music and Health" Program

Yamaha Music Lessons for Adults enrollment

FY 1987(started)	FY 1991	FY 1996	FY 2001	FY 2006	FY 2011	FY 2016	FY 2018
6,000	40,000	50,000	92,000	105,000	110,000	110,000	107,000

*As of June in each fiscal year

► Development of New Program and Its Introduction into Market

Based on the catch-copy "More than Karaoke, Less than a Lesson," Yamaha developed the "Seishun Pops" course for seniors which allows even unexperienced seniors to participate in a casual setting. This course was launched nationwide in 2017 and is enjoyed by 6,000 persons in 490 sites (as of June 30th, 2018). This course mainly features popular Japanese pop music or folk songs from the 1960s to 1980s that senior people enjoyed in their youth. Without using a score, participants can enjoy songs by singing in harmony or step to the music along with their friends while watching originally made videos.



"Seishun Pops" Program

Promoting Universal Design

The Yamaha Group is keen to create an environment in which all people can enjoy the pleasures of music, and we promote universal design to realize a society that is both rich in communication and that allows people of diverse backgrounds and attributes to live comfortably and harmoniously.



The Yamaha Group promotes initiatives that give product developers and designers a better understanding and greater awareness of universal design. As one of these initiatives, we hold exhibitions or in-house seminars on universal design to enhance employee understanding and awareness.

In fiscal 2018, we participated in the planning of “Company UD Visiting Lectures,” part of the program by Hamamatsu City to continue from last year in promoting town-building through universal design (UD). We held UD visiting classes for local elementary students.

These classes explore how consideration for various people are reflected in products/services and thoughts toward UD in companies. These classes aim to guide children to look at society and create an image of their future occupation. Yamaha will further continue to cooperate with the initiatives to widely transmit the ideas of universal design and the joy of music to society.



UD Plus in Hamamatsu 2016



Electronic musical instruments and PA equipment that takes visibility into consideration (in-house exhibition)



In-house seminar

▶ OMOTENASHI GUIDE—A Sound Support System Implementing

Since 2015, Yamaha Corporation has performed verification tests of the OMOTENASHI GUIDE—a service supporting the creation of an extremely convenient multi-language voice and character guide frequently used at businesses, public facilities, and tourist facilities that have inbound tourism promotion and barrier-free initiatives.

It is important to effectively transmit Japanese announcements in multiple languages due to the growing number of foreign tourists coming to Japan. It is also necessary to convey verbal information in an easy-to-understand format that enables the realization of a society where senior citizens with hearing disabilities and the hearing-impaired can live comfortably. With the OMOTENASHI GUIDE, people can receive text translations of Japanese announcements in their native language after downloading and installing the application on their smartphone or tablet.

This enables easy communication of the appropriate information in Japanese announcements to foreigners who do not understand Japanese, the elderly, and those who have hearing disabilities.

In 2017, the Group established the “Sound UD Promotion Consortium” for the objective of further promoting a “society using sound for universal design,” where there are no concerns about language or hearing ability. Over 200 companies and organizations are already participating in this consortium. This organization was established for many Japanese companies and organizations to promote initiatives for the utilization of sound in universal design together. In order for major Japanese facilities to handle the use of sound in universal design by 2020, Yamaha released a portion of the technology of the OMOTENASHI GUIDE to the consortium members to become the new open standard. Through these efforts, Yamaha will also promote innovation generation and a new business model for Japan.



“OMOTENASHI GUIDE” image



“Concept diagram for universal design of sound societal structure” image

» See here for the latest information on OMOTENASHI GUIDE

» Contributing to the Development of Inbound Tourism by Supporting the Use of Sound in Universal Design

▶ Casual Wind Instrument “Venova”

The Yamaha Corporation released the “YVS-100” model of the casual wind instrument Venova, a newly developed product based on the desire for “more people to enjoy wind instruments more easily and freely.” This product is easy to pick up and start playing because of the simple fingering similar to a recorder and the easy-to-care for design. Users can enjoy an expressive sound similar to that of a saxophone.

In order to create a product that was both easy to play and which produced a sound similar to a real saxophone, Yamaha used a unique meandering pipe shape, which had not been used in the past, as well as a “branched pipe design*.” This created a product which both produces the rich, broad sound of a saxophone and the simple fingering of a recorder. The meandering pipe design shortens the distance between the tone holes and makes it possible to play any note using very few keys. This unique design also made the product easy to care for, light, compact, and durable.

Furthermore, the ABS resin body makes the instrument light, durable and washable in water. It is easy to use and maintain, making it possible to take it anywhere with ease and enjoy playing the instrument in various places, such as outdoors or during a casual jam session.

* “Branched pipe design” is a design which branches out the cylindrical pipes in the body, giving the product the characteristics of a cylindrical wind instrument, which does not require large tone holes, while producing the sound of a conical instrument.



Venova “YVS-100”

▶ Music Education Solution Utilizing ICT - “Smart Education System” Remote Classes Using Online Meeting System

» Education Solutions Utilizing ICT

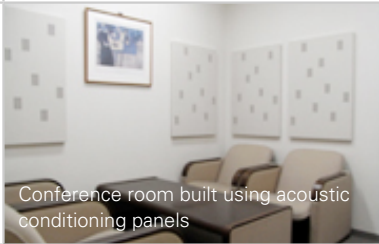
Proposing Solutions that Utilize Sound Technologies

Since achieving success in manufacturing the piano in 1900, Yamaha has been developing its technologies to keep up with the changing times, and has also been continuing to develop traditional acoustic musical instruments as well as musical instruments/technologies using the latest electronic technologies.

In addition, the Yamaha Group has been continuing to create better listening environments through research and development regarding sound fields and related control systems while pursuing superior sounds through the manufacturing of sound-generating products. We also have been proposing solutions utilizing technologies such as our sensor technologies, etc. cultivated through product development.

case example

Creating Better Sound Environments

Products	Feature of sustainability	Related pictures
» Speech Privacy System™	Camouflages conversation with an “information masking sound” synthesized from human speech.	 Yamaha Sound Privacy System (SPP-1) is shown in a meeting room. The system uses sound masking to ensure privacy during conversations.
» Acoustic Conditioning Panel	Alters reverberations in the room, and provides a clear and comfortable acoustic environment.	 Conference room built using acoustic conditioning panels. The panels are designed to absorb sound and reduce reverberation, creating a clear and comfortable acoustic environment.
» Avitecs™ Soundproof Room	Easily realizes a reverberant and soundproof space.	 Avitecs Soundproof Room is a portable soundproof enclosure that can be used in various settings to create a reverberant and soundproof space.

Sensor Technology Application Proposals

Products	Feature of sustainability	Related pictures
Thin-film Strain Sensor	Monitors human motion in real time by mounting the sensor on body supports or training wear.	 example use
» Hydrogen Leak Detector	Features high-speed response and high sensitivity over a wide, dynamic range and supports various forms and leakage volume.	 The Hydrogen Leak Detector is a portable device that can be used to detect hydrogen leaks in various environments.

Proposing Applications of Sound Technology

Products	Feature of sustainability	Related pictures
SoundSignage™ TLF speaker	Electrostatic, thin, light, and flexible.	—
» SilentBrass™	Makes practicing and performing possible anywhere at any time.	
» TransAcoustic™ Piano	Enables volume adjustments to be made just like an electric piano.	
In-vehicle communication module for automotive emergency notification system	Enables automatic notification during emergencies and hands-free calling.	—