

# Consumer Issues

At the Yamaha Group, our primary mission is to continue to provide products and services that satisfy our customers.

In addition to managing the quality and safety of products and services, we strive to disclose appropriate information related to our products and services. In order to respond to the diverse demands of our customers, we are proactively promoting contributions to sustainability through the introduction of universal design and proposals for products and services which aim to solve societal issues.

## Product/Service Information Disclosure

### Basic Policy

---

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. We have stated these principles in the Compliance Code of Conduct.

Furthermore, the Group provides and discloses safety information in a timely and appropriate manner to ensure that the products, services, and facilities it offers do not have an adverse impact on the lives, health, or assets of people.

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

### Appropriate Product/Service Information Disclosure

---

To ensure appropriate disclosure of information on its products and services, labeling confirmation processes have been incorporated into quality management systems.

Instruction manuals, catalogues, websites, and other accessible mediums provide basic information on products and services, such as specifications, as well as information on the safe use of these offerings in order to educate customers on safe usage methods and prevent accidents. In addition, we provide safety awareness information about musical instruments in catalogs for school instruments and equipment.

[» Precautions Pertaining to Safe and Proper Product Usage](#)

Should a product defect or product- or service-related accident occur, the Company will notify the relevant authorities as legally required and promptly provide recall and other information necessary for ensuring customer safety in the appropriate manner. When such issues are deemed particularly serious or urgent, the Company will take the necessary steps to inform customers via the channels viewed as appropriated based on sales and usage trends. Such channels may include announcements via websites, press conferences, newspapers, specialized magazines, or social media or direct mailing or telephone calls.

In March 2020, the Company received reports regarding wireless guitar products of Line 6, Inc., launched in 2016 stating that, on rare occasions, irregular levels of heat would be generated when charging transmitters. To prevent the occurrence of this heat generation, a firmware update and information on a product recall were uploaded to this company's website, and the appropriate measures were taken.

[» Important Notice regarding Relay G10 Series Products](#)

### Legal Violation regarding Labeling and Advertising

---

In fiscal 2020, seven incidents of legal violations regarding product labeling were detected (cases of insufficient/inaccurate labeling despite meeting regulation/certification standards). All of the incidents were handled appropriately. No penalties were imposed regarding these legal violations.

Product and service safety information regarding product defects can be found here.

[» Product/Service Safety](#)

## 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. Accordingly, we take steps to prevent adverse impacts on the lives, health, and assets of

customers and other individuals involved in the life cycles of our products and services. The Group defines provisions for ensuring the safety of products and services in its Compliance Code of Conduct. To put these provisions into practice, we establish the necessary systems and enhance design processes to create designs that are fundamentally safe.

» 1-2 Ensuring Safety of Products and Services

## Structures and Response Measures for Ensuring Safety

The Yamaha Group endeavors to ensure and improve product safety through safety-conscious product design, safety inspections, and appropriate compliance with relevant laws and regulations.

### ► Safety-Conscious Product Design

The Yamaha Group practices safety-conscious product design, and its efforts include incorporating a risk assessment process into design reviews at the development phase. Through the risk assessment process, we identify and project potential risks related to products and their use. We are thereby able to examine methods for the minimization or removal of these risks during the product design process. To facilitate these efforts, we are entrenching the R-Map risk assessment method\* as we move ahead with activities to further enhance the effectiveness of our risk assessments.

\* The R-Map method proposed by the Union of Japanese Scientists and Engineers entails mapping risks on a 6-x-5 matrix. This method is utilized for reducing risks during design processes and for evaluating product risks. The Ministry of International Trade and Industry and the National Institute of Technology and Evaluation 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 major Yamaha Group products on the market (approximately 40 products per year) and provides feedback on the results to the relevant department in order to improve safety.

### ► Response to Product Regulations and Standards of Different Countries

The Yamaha Group monitors information regarding regulations, decides internal policies, and implements systems to guarantee full compliance with the regulations and standards of relevant countries pertaining to product quality and safety as well as environmental protection.

In response to the recent international tightening of regulations applying to electromagnetic waves, Yamaha Corporation has installed electromagnetic wave measurement equipment and various other kinds of measurement, analysis, and evaluation equipment at its facilities. This equipment is used to evaluate product and component prototypes for compliance with the regulations of relevant countries. Regulations for chemical substances have also become more stringent around the world, and in response to this trend, the Company has 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 during the product design and development phases and have helped facilitate legal compliance while reducing environmental impacts. The standards undergo revisions when necessary in response to legislative expansion and change, the accession of voluntary standards, and other factors. The Group also aspires to furnish swift and accurate responses to changes in regulations in relevant countries. To this end, we will work closely with overseas subsidiaries to share information in order to enhance legal information management systems.



Anechoic chamber used for electromagnetic wave measurement

### ► Immediate Action in the Event of Product Safety Issues

The Yamaha Group has put in place a system to ensure that it places top priority on the safety of customers. In the event of a safety issue involving a commercially sold product, the employee who learned of the incident shall immediately report it to the responsible department and to the Quality Assurance Department. The department that receives the report immediately notifies senior management of the issue. At the same time, the head of the Quality Assurance Department shall assemble representatives from the relevant departments from across the Company, moving to respond to the affected customers, notify the appropriate government authorities, and initiate measures aimed at preventing recurrence.

» Appropriate Product/Service Information Disclosure

## Product Safety Training

The Yamaha Group includes product safety training courses in its human resource training programs. These courses cover a variety of safety-related topics, ranging from examinations of safety issue case studies and risk management practices for all areas of operations spanning from the product development stage to post-development. When including the product safety courses implemented until fiscal 2019, an aggregate total of 285 employees, primarily from the engineering and development divisions, completed these courses over the 10-year period from fiscal 2011 to fiscal 2020, making for a total of 1,576 hours of training.

## Legal Violations and Defects Involving the Safety of Products and Services

In fiscal 2020, there were three market response incidents involving product safety defects. These three incidents did not result in personal injury and were not legal violations resulting in punishment.

## Quality Assurance

### Quality Management System

The Yamaha Group pursues quality improvement through the implementation of a quality management system to ensure the production of high-quality products and the provision of high-quality services.

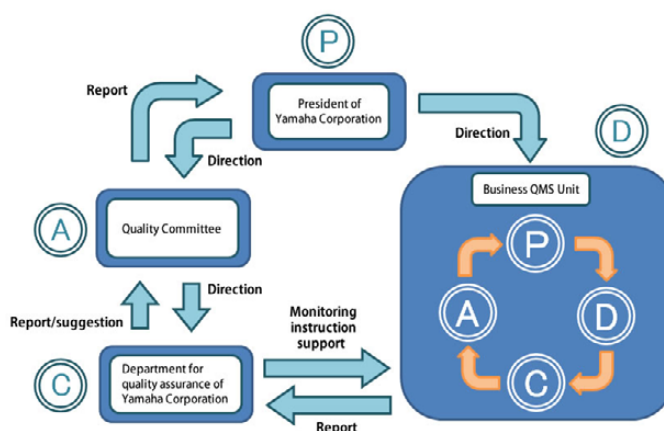
Groupwide quality policies and objectives as well as important quality-related measures are deliberated on by the Quality Committee, which is chaired by a managing executive officer. Based on these deliberations, the president will issue instructions that will be relayed to business divisions and Group companies via the head of Yamaha Corporation's Quality Assurance Division. Business divisions and Group companies set their own targets based on Groupwide quality policies and objectives. The Quality Assurance Division of Yamaha Corporation conducts monitoring to confirm the degree to which these targets are met and to perform quality audits (refer to the next section), and reports on these matters are issued to the Quality Committee.

In addition, the Group Quality Management Policies & Rules state that quality-related reports, including those pertaining to quality issues, from throughout the Group are to be managed in a concentrated manner by the head of the Quality Assurance Division of the Yamaha Corporation in order to strengthen Groupwide quality assurance governance.

#### ► ISO 9001- and IATF 16949-certified sites (As of March 31, 2020)

ISO 9001: Acquired in six business domains

IATF 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 business division quality management systems and product and service quality match the target level set by the Yamaha Group. Based on the results of these audits, improvement requests are issued and improvements are implemented to Companywide quality management systems. At the same time, business divisions issue instructions to and perform audits of the factories they oversee, both inside and outside of Japan, in pursuit of higher product quality.

In order to further improve the effectiveness of quality audits, the Yamaha Group is implementing improvement activities targeting both quality audit results and processes.

## Quality Training

---

The Yamaha Group's human resource training programs include specialized quality technique training as well as rank-based training with the goal of improving quality awareness and quality management skills. In fiscal 2020, the Yamaha Group held quality engineering courses, product safety risk assessment courses (R-Map), and other courses. Furthermore, in order to eliminate risks connected with misconduct regarding quality, all domestic Yamaha Group members took part in danger prevention training sessions that focused on eliminating risks associated with quality-related misconduct. Going forward, the Yamaha Group will restructure its quality assurance training programs to facilitate the acquisition of quality-related skills by mid-level employees in the engineering field while revising quality management training to raise quality awareness among management.

## Sustainable Consumption

### Basic Policy

---

Both companies and consumers are pressed with the urgent task of moving toward more sustainable production and consumption to escape from the cycle of massive production and waste that is destroying our environment and depleting our resources. The Yamaha Group is considerate of the environment and society, with regard to such matters as resource recycling and decarbonization, in its procurement of materials and its provision of products and services while promoting the shift toward more sustainable consumption patterns by encouraging others to practice such consideration.

[» Sustainable Resource Use](#)

### Provision of Information Related to Environmental Considerations in Products

---

In order to spread use of products and services that are in consideration of the environment and society and respond to the rising concern regarding environmental preservation among customers, the Yamaha Group discloses examples of its initiatives to make products more considerate of the environment on its website. In 2015, the Group launched the Yamaha Eco-Products Program to promote product development that is considerate of environmental issues. By attaching the Yamaha Eco-Label to products certified as Yamaha Eco-Products through this program, we aim to provide customers with easy-to-understand environment-related information to aid them in their choices of products.

[» Yamaha Eco-Products Program](#)

[» Eco-Friendly Products and Services](#)

### Initiatives to Extend Product Lifespans

---

It is possible to use high-quality instruments for many years with proper maintenance and repairs and replacements of parts. Yamaha strives to extend the lifespans of its products by developing instrument maintenance and repair technique and service systems, operating a piano renewal business, and upgrading Electone products through parts exchanges so that they can be used for many years.

#### ► Instrument Maintenance and Repair Technique and Service Systems

We are developing maintenance and repair services systems for acoustic instruments such as pianos and wind instruments.

##### Technician Training

The Piano Technical Academy for training piano tuners and the Wind Instrument Technical Academy for fostering technicians specializing in wind instruments have been set up at factories producing the respective instruments. At these facilities, Yamaha instructors with exceptional insight pertaining to instruments support those aspiring to become specialist technicians with finely tuned curricula grounded in their expertise.

[» Piano Technical Academy \(Japanese Only\)](#)

[» Wind Instrument Technical Academy \(Japanese Only\)](#)

##### Maintenance Support for Musical Instrument Users

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

## ► Piano Renewal Business

After collecting Yamaha pianos that are no longer used at customer homes or other locations, Yamaha Piano Service Co., Ltd., repairs, repaints, tunes, and adds additional muffling materials before returning the instrument to market as a refurbished 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 \(Japanese Only\)](#)

## ► Electone Vitalize/Grade Up Unit

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

» [Vitalize/Grade Up Unit \(Japanese Only\)](#)

## ► Piano Add-on Units

Yamaha is selling add-on units so that customers can enjoy their pianos for a longer time in a range of situations. Such units include the Piano Silent Unit, which adds a silent function, and the Disklavier Control Unit, which adds a wealth of content and colorful functions to pianos incorporating an automatic performance function.

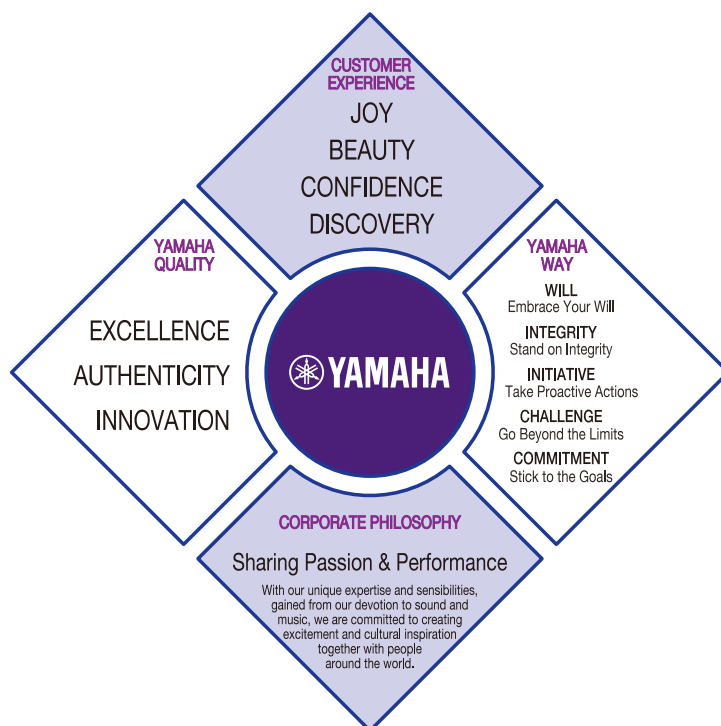
» [Piano Add-on Units \(Japanese Only\)](#)

# Improvement of Customer Satisfaction

## Basic Policy

The Yamaha Group has put forth its corporate philosophy structure, the Yamaha Philosophy, to try to think from the customer's viewpoint, and consistently provide high-quality products and services that exceed the expectations of its customers, and to create excitement and cultural inspiration together with people around the world. Our commitment to customers is defined in the element of "Customer Experience."

In their business activities, all Yamaha employees remain constantly aware of the fact that their daily work is connected to the principles expressed in "Customer Experience."



The diagram of the Yamaha Philosophy

» [1-1 Realization of Customer Satisfaction](#)

## ► Operations Firmly Founded on the Customer's Perspective

Focusing mainly on our musical instruments and audio products divisions, customer comments are distributed and shared globally through the Company intranet, Company magazines, and posters. Furthermore, we are implementing regular training sessions to make action based on the customer's perspective habitual. These training sessions are primarily conducted in musical instruments and audio products development and quality assurance divisions.

Through these efforts, our aim is to foster a corporate culture that utilizes a customer-oriented approach and that is committed to earnest engagement with every customer.

### Samples of customer comments

(intranet, domestic factory posters, overseas factory company newsletters)



## Initiative Example

### Customer Perspective Training

Customer Perspective Training is a system of training unique to Yamaha wherein employees learn about decision-making standards and values outside of their own perspective in order to develop the habit of considering the perspective of customers in their actions. This training program takes many forms, such as employees listening to product purchasing stories solicited through customer interviews and examining the products chosen and the reason for these choices. Another example of these training sessions is employees listening to customer input and considering customer expectations, points of improvement for Yamaha, and actions that should be taken. This training program is consistently implemented at many divisions, such as those related to musical instruments and audio products development, quality assurance, the golf business, and staff divisions.



Customer Perspective Training session

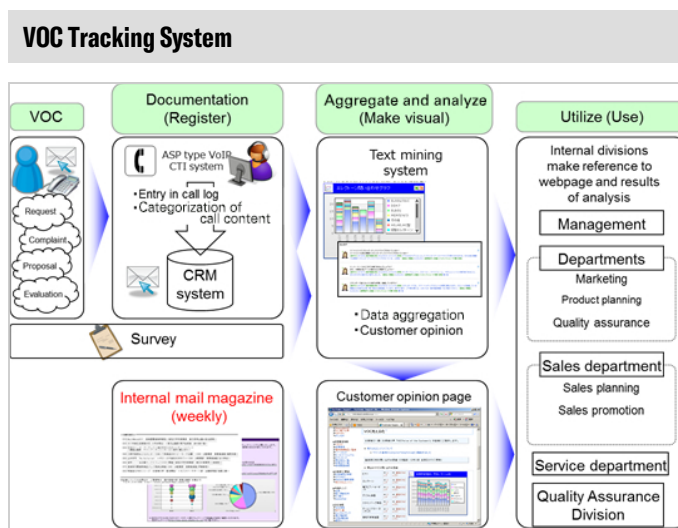
## Customer Satisfaction Improvement Frameworks

To maintain a comprehensive understanding of customers' evaluations and requests, Yamaha Group business divisions conduct customer satisfaction surveys using various formats.

In particular, our musical instruments and audio products divisions have been globally collecting and utilizing customer input gathered through customer support services as well as through various acts of daily communication. In order to further connect with customers in the principal markets of Japan, the United States, Europe, and China, we have switched to a new online member system, and we are revising product registration questionnaires so that we can better reflect the customer's perspective in the planning and development of our products.

### Initiative Example Voice of the Customer Tracking (Japan)

In Japan, we compile a database of the opinions and requests of customers received through helpdesks, which are collated and analyzed by customer service divisions. The results are discussed at monthly meetings of the product development and quality assurance representatives of each business division. Also, we established a voice of the customer (VOC) tracking system to share information on customer opinions and requests internally in real time. This system allows us to rapidly reflect customer input in our sales activities and product development.



## External Recognition

### ► First Place in the Educational Service Industry in Japanese Customer Satisfaction Index for the Fourth Consecutive Year

In fiscal 2020, Yamaha (Yamaha Music School, etc.) won first place in the educational service industry for the fourth consecutive year in the Japanese Customer Satisfaction Index (JCSI) survey. The JCSI survey is one of Japan's largest customer satisfaction surveys. In the fourth iteration of this survey, Yamaha received an exceptionally high evaluation, ranking No. 1 in anticipation felt by consumers toward corporate rank and overall evaluation of quality, both factors that can influence satisfaction, and in recommendations via word-of-mouth, which is the result of satisfaction levels.

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

Yamaha Corporation won first place in the network device category of the Nikkei Computer Customer Satisfaction Survey 2019-2020 of Nikkei Business Publications, Inc. This was the Company's fourth consecutive year of receiving this rank. Our receipt of this honor was a result of the high evaluation of factors such as the ease of use of our products and our support services and cost benefits. In addition, Yamaha Corporation received first place in the network device category of Nikkei Business Publications' Partner Satisfaction Survey 2020, marking our second consecutive year of receiving this honor.

» [Relevant Pages \(Japanese only\)](#)

# Customer Response and Support Improvement

## Customer Response and Support Structure

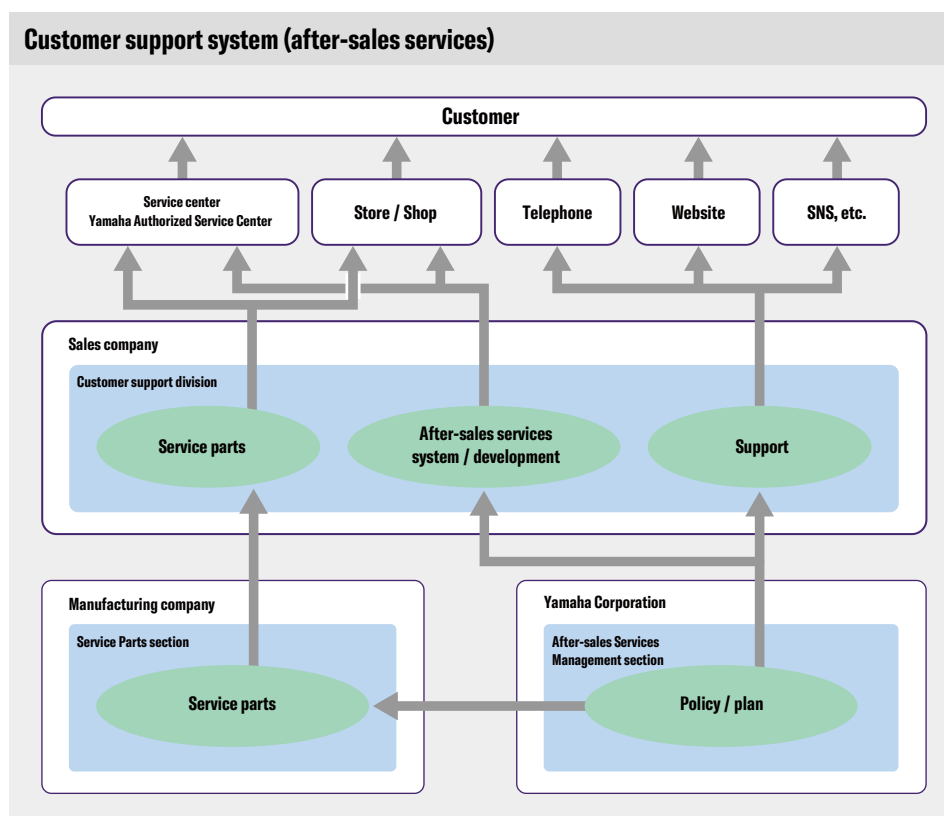
The Yamaha Group has established an after-sales service structure for customers through which it is working to respond to customer inquiries and requests with integrity.

Yamaha Corporation has established the After-Sales Service Management Section, which has formulated after-sales service policies regarding the Yamaha Group and that facilitates the monitoring of quality in customer responses and support.

Manufacturing companies have established sections to provide service parts and are storing and supplying these service parts. Sales companies have developed systems, including customer support divisions, through which they offer after-sales services.

In domestic musical instruments and audio products divisions, sales company Yamaha Music Japan Co., Ltd., has established the Customer Support Division and organizes customer service by product. Overseas, we created a region-specific after-sales service network. This network serves as a point of contact for customers and includes Yamaha Group service centers, Yamaha-authorized service centers, distributors, and contracted engineers. These customer support sections develop customer support systems that make use of telephones, websites, and social media in order to facilitate smooth responses to inquiries. Some of these departments have introduced customer management systems using cloud computing.

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



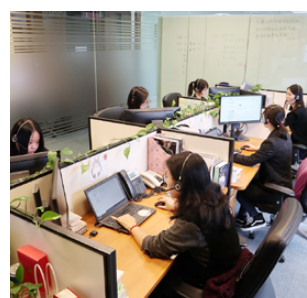
Yamaha Music Japan Co., Ltd.



Yamaha Corporation of America



Yamaha Music Europe GmbH



Yamaha Music & Electronics China

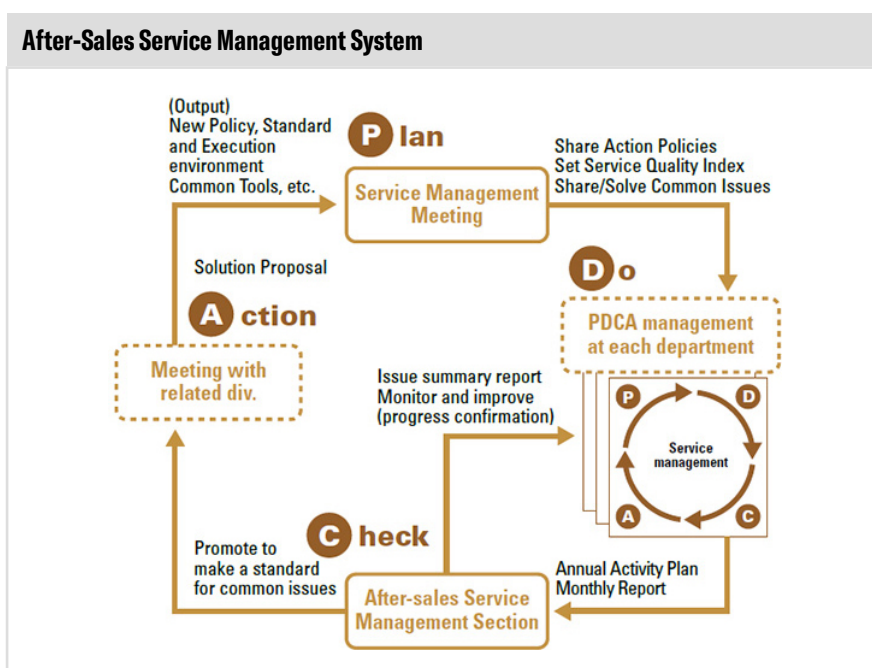
## After-Sales Service Management System

The Yamaha Group has created an After-Sales Service Management System and is working to continually improve the quality of its customer response and support based on the slogan “ONE YAMAHA.”

The Yamaha Group policy is shared at the annual Service Management Meeting, and domestic and overseas sales companies and manufacturing companies with service parts formulate targets and plans related to after-sales services. Group companies conduct activities according to their 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 responses to customers and customer support.

Customer service representatives from 23 Japanese and overseas companies participated in the fiscal 2020 Service Management Meeting, at which they reviewed customer service and support initiatives and key performance indicators (KPIs) and discussed new strategic directions for Groupwide customer service divisions.

Furthermore, in order to provide standardized high-quality after-sales support services to the customers all over the world, the Yamaha Group established the After-Sales Service Management Standards, which outline the basic policies to be shared throughout the Group. The Group is also monitoring the implementation status of these policies via check sheets.



Service Management Meeting participants



Service Management Meeting discussions

## After-Sales Service Education and Training

The Yamaha Group is developing and enhancing its after-sales service network to ensure that customers can continue to use its products with peace of mind. We periodically hold after-sales service skills training for employees of Group sales companies in Japan and overseas, and the participants then transmit the skills learned in these training sessions to the repair technicians they oversee. We also visit overseas sales distributors in areas where there are no Group companies and hold technical training on after-sales service skills.



After-sales service skills training



Training performed during visit to sales distributor



After-sales service skills training participants

## Personal Information Protection

### Personal Information Protection Policies and System

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 its Privacy Policy and internal regulations regarding personal information protection in order to ensure that we appropriately handle the important information we have in our custody, such as the personal information of customers using its products and services. In addition, the Group Personal Information Protection Standards, which apply to all domestic and overseas Group companies, were in effect from April 2019. These regulations are revised as needed based on changes in laws and social trends. Based on these regulations, we have developed manuals that explain key considerations when handling personal information, which are put into practice.

Furthermore, the Company has established an information security working group under the Risk Management Committee, which is chaired by the president. This working group monitors the status of compliance with personal information protection regulations, compiles reports on incidents, and examines potential work improvement measures. In addition, the Yamaha Group appoints individuals responsible for supervising the handling of personal information on a Groupwide basis, and individuals responsible for managing are named on a by-division basis. The Group has also established a system to respond quickly during incidents such as information leaks.

[» Privacy Policy](#)

#### ► Personal Information Protection Training and Education

We are strengthening efforts to enhance and round out awareness of employees by conducting personal information protection training and education and audits for divisions handling personal information.

#### ► Personal Information Customer Service Organization and Responses

Based on the relevant laws and regulations, the Yamaha Group has set up a service organization regarding 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 the Group.

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

#### ► Customer Information Management Initiatives

The Yamaha Group manages personal information on a practical level out of consideration of information security based on the Group IT Management Standards, which detail policies regarding IT management of personal information. Personal information is stored in a system with an auto-encryption feature. In the unlikely case of an information leak, the system is structured so that only authorized personnel can view or use the personal information for an added degree of security.

There were no major incidents concerning the management of personal information in fiscal 2020.

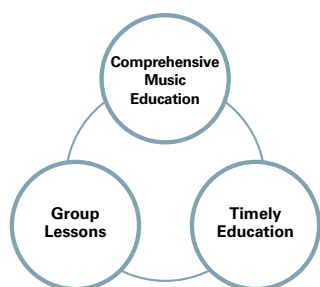
# Products and Services Enhancement

## Music Education Business

The Yamaha Group desires to contribute to the realization of an enriched society in which people around the world are able to enjoy and share in the joy of music. This desire inspires us to develop a music education business both in and outside Japan. The predecessor to this business was a music class that started in the Ginza area of Tokyo in 1954. Since then, the Yamaha Group has continued providing music education to help enrich the growth of children while establishing and developing the Yamaha Music Education System, a unique education method. Based on its philosophy of “To foster the musical sensitivity that everyone is born with, to develop the ability to enjoy creating and playing the music of their own and ultimately share the joy of music with anyone,” Yamaha provides courses that meet the needs of all generations. These include Yamaha Music Schools for children between age 1 and junior high school and high school age, and Yamaha Music Lessons for Adults for both music enthusiasts and individuals interested in learning to play a musical instrument as a hobby.

### ► Yamaha Music School Available in More than 40 Countries and Regions Worldwide

Yamaha Music Schools provide 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 education 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

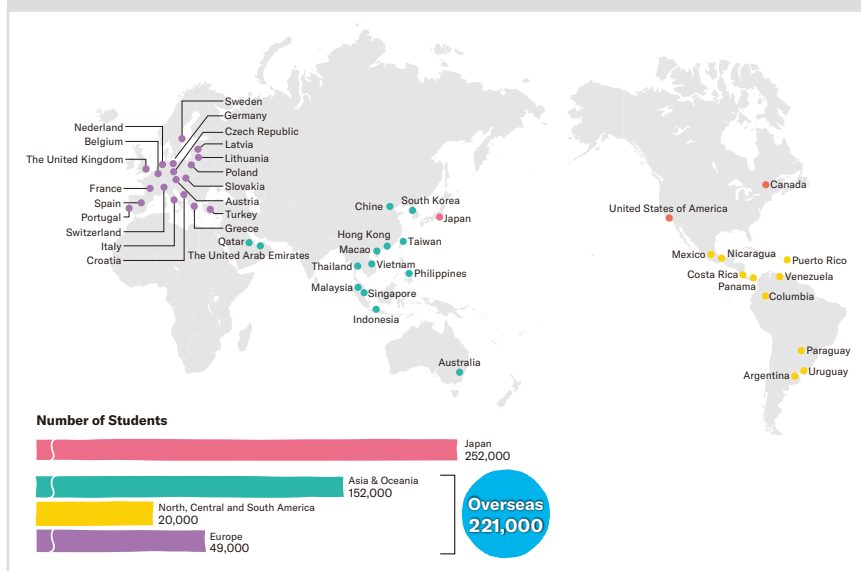
	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
<b>Japan</b>	300,000	280,000	271,000	262,000	252,000

\* As of June, in each fiscal year

Overseas, currently around 221,000 students have the opportunity to learn the joy of music through Yamaha Music Schools in over 40 countries and regions, including Asia, Europe, North America, and Central and South America. Each course is developed with consideration given to the culture and character of each region while being based on a philosophy and curriculum for music education developed in Japan.

### Countries with Yamaha Music Schools

(As of March 2020)



## Music School enrollment overseas

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
<b>Asia, Oceania (including China)</b>	155,000	153,000	155,000	156,000	152,000
<b>Europe</b>	53,000	54,000	50,000	52,000	49,000
<b>North, South America</b>	24,000	24,000	23,000	21,000	20,000
<b>Total</b>	232,000	231,000	228,000	229,000	221,000

\* As of March 31 of each fiscal year

## ► Global Spread of Yamaha's Music Education Philosophy

Yamaha holds Yamaha Junior Original Concert events at 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. Activities pertaining to Yamaha Junior Original Concert events are carried out in Japan and around the world. Through the common language of music, Yamaha's philosophy of music education is spreading across the globe.

## ► Yamaha Music Lessons for Adults Catering to Diverse Needs

Yamaha Music Lessons for Adults are provided for a wide range of age-groups in locations across Japan. With lessons for everyone from beginners looking to have fun while learning how to play an instrument to intermediate and advanced students dedicated to improving their skills, these lessons allow anyone to enjoy the process of learning and refining music techniques without undue stress. These lessons are provided for learners of all ages at roughly 1,200 site locations across Japan. We offer a variety of courses to match various customer needs, ranging from band courses, vocal and choir courses, wind and string instruments for those planning to play in groups, and keyboard courses for those looking to play alone. Currently, we have a total of 39 courses with 105,000 students. Solo lessons are available as well as small group lessons that allow students to improve their skills with an instrument while enjoying music with their friends through a curriculum that helps overcome any discrepancies in musical experience and original educational materials. Furthermore, classroom- and course-specific recitals and Yamaha-sponsored events are held to give students a chance to show off what they have learned and to spread the joy of music. In addition, we offer "Music and Health" and "Sing for Health" wellness programs that capitalize on the health benefits of music.



Yamaha Music Lesson 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 2020
6,000	40,000	50,000	92,000	105,000	110,000	110,000	105,000

\*As of June of each fiscal year

## ► Casual "Seishun Pops" Course for Singing Fun

The "Seishun Pops" course is designed to allow even people with no musical background have fun singing. This course mainly focuses on the popular Japanese pop music or folk songs from the 1960s to 1980s that senior citizens enjoyed in their youth. Without using a score, participants can enjoy songs by singing in harmony or step to the music along with their peers while watching originally made videos. Launched nationwide in 2017, this course is currently utilized by approximately 12,000 students at 600 locations (June 2019).

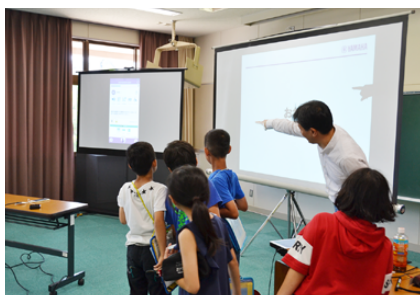


"Seishun Pops" course

The Yamaha Group aims 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 to live comfortably and harmoniously.

In fiscal 2017, we began participating in the “Company UD Visiting Lectures” universal design program that is part of the efforts of Hamamatsu City, Shizuoka Prefecture, to promote local development through universal design. Through this program, we are holding universal visiting classes for local elementary students in Hamamatsu City.

Looking ahead, Yamaha will continue to engage in such initiatives to spread understanding of universal design and the joy of music.



**SoundUD Sound Universal Design Support System**

In looking at how to effectively transmit Japanese announcements in multiple languages, it is important to consider the convenience of inbound tourists to Japan. It is also important to convey verbal information in an easy-to-understand format that enables the realization of a society in which senior citizens' and other individuals' impaired hearing can live comfortably. Utilizing SoundUD makes it possible for users to view translations of Japanese announcements in their native language in real time on their smartphone or tablet just by installing a dedicated application. This system enables easy and appropriate communication of the information in Japanese announcements to people who do not understand Japanese, senior citizens, and individuals with impaired hearing. In addition, this technology has been adopted as a simultaneous interpretation application for use in international conferences, such as the 7th International Conference for Universal Design in Bangkok 2019 and the 25th International Council of Museums General Conference in Kyoto.

Yamaha Sustainability Report 2020

Furthermore, the Yamaha Group also works with 16 broadcast stations across Japan to develop a subtitle support business utilizing SoundUD. The goal of this endeavor is to ensure that everyone, including senior citizens and people with visual or hearing impairments, have the opportunities for equal access to information by helping them understand the content of television and radio broadcasts.

» [SoundUD Consortium \(Japanese Only\)](#)

Since fiscal 2020, the SoundUD Consortium has received the following awards in recognition of its concept and the results of its activities.

- Semi Grand Prix in Total Solutions category of CEATEC AWARD 2019
- Grand Award of IAUD International Design Awards 2019 (in the category of Communication Design, held by International Association of Universal Design)
- 2019 Good Design Award (held by Japan Institute of Design Promotion)
- Digital Utilization Special Award in 5th Japan Tourism Award (held by Japan Travel and Tourism Association, Japan Association of Travel Agents, and Japan National Tourism Organization (JNTO))

### ► **Music Education Solution Utilizing ICT — Smart Education System Remote Classes Using Online Meeting System**

» [Education Solutions Utilizing ICT](#)

### ► **Creation of New Workplaces**

There is currently a social push for workstyle reforms, stimulating a rise in efforts to reduce workhours, achieve appropriate work-life balances, and accommodate diverse workstyles. Against this backdrop, mobile working and teleworking are garnering attention as they allow for easy communication with people in different locations while reducing unnecessary business trip expenses and transportation times. This trend is driving an increase in use of open spaces for office purposes. However, there is no eliminating the loud noises and concern for eavesdropping that are inseparable from open spaces, making it difficult to have conversations and take part in remote meetings without stress.

Turning its attention toward such office sound environment issues, the Yamaha Group has succeeded in realizing office sound environments that allow for conversations and remote meetings to be carried without fear of being overheard or concern for noise from the surrounding area. These environments are achieved by combining Avitecs™ soundproof rooms, which have previously been used primarily for musical instrument practice, the Speech Privacy System™ that prevents private conversations from being overheard, unified communications speakerphones, and acoustic conditioning panels that alter reverberations in rooms.

» [Unique Sound Environment Products Creating New Workplaces](#)


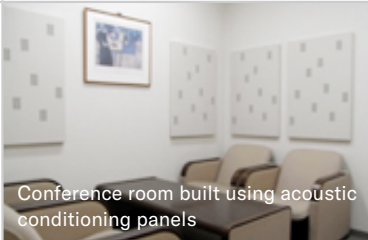


## **Solutions Utilizing Sound and New Technologies**

---



Since successfully manufacturing its first piano in 1900, Yamaha has been advancing 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 and 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 manufacture of sound-generating products. We have also been proposing solutions utilizing technologies such as the sensor technologies cultivated through product development.

## Example Products



### Products for Creating Better Sound Environments

Products	Feature of sustainability	Related pictures
Speech Privacy System™ » “VSP-1,” » “VSP-2” (Japanese Only)	Camouflages conversation with an “information masking sound” synthesized from human speech	
» Acoustic Conditioning Panel (Japanese Only)	Alters reverberations in the room and provides a clear and comfortable acoustic environment	 Conference room built using acoustic conditioning panels
» Avitecs™ Soundproof Room (Japanese Only)	Easily realizes a reverberant and soundproof space	
» “YVC-200” Unified Communications Speakerphone (Japanese Only)	Allows for hassle-free remote communication regardless of time or place	

### Sensor Technology Application Proposals

Products	Feature of sustainability	Related pictures
Thin-film Strain Sensor	Monitors human motion in real time by mounting sensors 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	

## Sound Technology Application Proposals

Products	Feature of sustainability	Related pictures
<p>» SilentBrass™ (Japanese Only)</p>	<p>Makes practicing and performing possible anywhere at any time</p>	
<p>» TransAcoustic™ Piano (Japanese Only)</p>	<p>Enables volume adjustments to be made just like an electric piano</p>	
<p>In-vehicle communication module for automotive emergency</p>	<p>Enables automatic notification during emergencies and hands-free calling</p>	<p>—</p>