

# 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

### Product/Service Appropriate Information Disclosure

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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 established these principles in the Compliance Code of Conduct. Furthermore, our labeling is validated based on a quality management system.

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

Furthermore, 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 order for customers to safely use products, the Group provides information that is easily accessible by customers, such as in manuals, catalogs, and the website. The Group also takes efforts to raise awareness of safety to prevent accidents. In addition to listing information about each product on the website, we list safety awareness information about musical instruments in catalogs for school instruments/equipment.

In October 2018, at an exhibition using the Yamaha surface-mount speaker, an accident occurred in which the product fell caused by smoke used as part of an entertainment production, although there were no injuries. In May 2019, we called attention to the use of this product in environments which contain significant entertainment production-related smoke or oil smoke by using a market notification on the website.

» [Precautions to use this product safely and properly \(Japanese Only\)](#)

In cases when accidents occur due to the product itself or product defects, 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 conveys 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 importance and urgency as well as the status of customer product use.

In 2018, it was discovered that Revolabs' digital wireless microphone system and wireless conference phone emitted radio waves at an unintended frequency leading to possible radio interference, as a result of a malfunction in firmware installed in Japanese versions. Revolabs announced this on its homepage and began providing support free of charge (firmware upgrades, settings changes, product exchanges, etc.). As of the end of March, 2019, Revolabs completed resolution of this issue for 794 of the 860 units (92%).

### Status on Violation of Laws Regarding Labeling and Advertising

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In fiscal 2019, 11 incidents of violations regarding product labeling were detected (cases of improper labeling despite meeting regulation/certification standards). All of the incidents were handled appropriately. No penalties were imposed regarding these regulation violations.

» [Status of Violations and Defects Involving the Safety of Products and Services](#)

## Ensuring Product/Service Safety

### Basic Policy

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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 define 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 order to accomplish this, 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.

» Product/Service Appropriate Information Disclosure

## 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 nine years between fiscal 2011 and fiscal 2019, there were approximately 1,516 hours of lectures for these courses attended by a total of 275 employees comprised mainly of engineers and personnel from development areas.

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

In fiscal 2019 there were two market responses to incidents involving defects in the safety aspects of products, and one case of a lack of legal response related to product transportation. These three incidents did not result in personal injury and were not legal violations resulting in punishment.

### Details of market responses

- In August 2018, in Silent House, the eaves of the roof fell due to a construction irregularity during a recall response. By the end of May, 2019, we completed the inspection of all eight locations with possible construction irregularities and confirmed that there were none besides the location of the accident.
- As of June 2019, we are making progress in the inspection and investigation of sites where there is a fear of faulty construction.

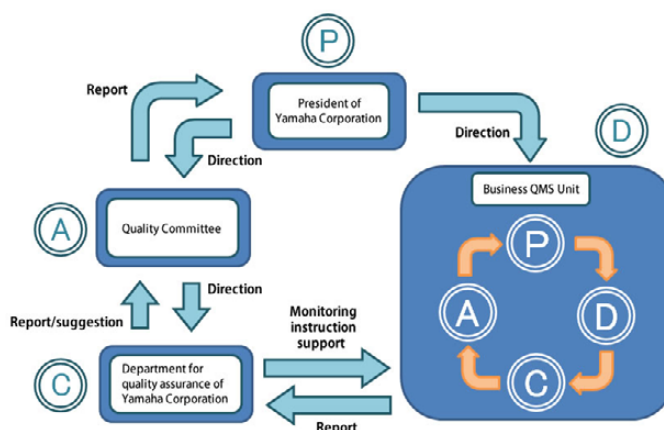
## Quality Assurance

### 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 on by the Quality Committee and then sent to business divisions as the instructions 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 throughout the Yamaha Group, and requires that quality information from each Group Company be concentrated in 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 seven business domains

ISO/TS 16949: acquired in one business domain

## Quality Audit

Auditors of the Yamaha Corporation Quality Assurance Division are conducting 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. The results of these audits are taken into account to urge improvements if needed and 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. The Yamaha Group held courses for product safety risk assessment (R-Map), quality engineering, and product safety courses in fiscal 2019. Furthermore, in order to eliminate risks connected with improper actions regarding quality, the Group held danger prevention training which shone a light on eliminating risks of quality fraudulence across in the entire Yamaha Group in Japan.

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, 2019)

In fiscal 2019, the Yamaha Group newly certified 53 models, bringing the total number of models certified as of March 31, 2019 to more than 370, with 56 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 \(Japanese Only\)](#)

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

##### Maintenance support for musical instrument users

We are providing knowledge and skills regarding musical instruments by offering 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 \(Japanese Only\)](#)

## ► 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 (Japanese Only)

## ► Piano Add-on Units

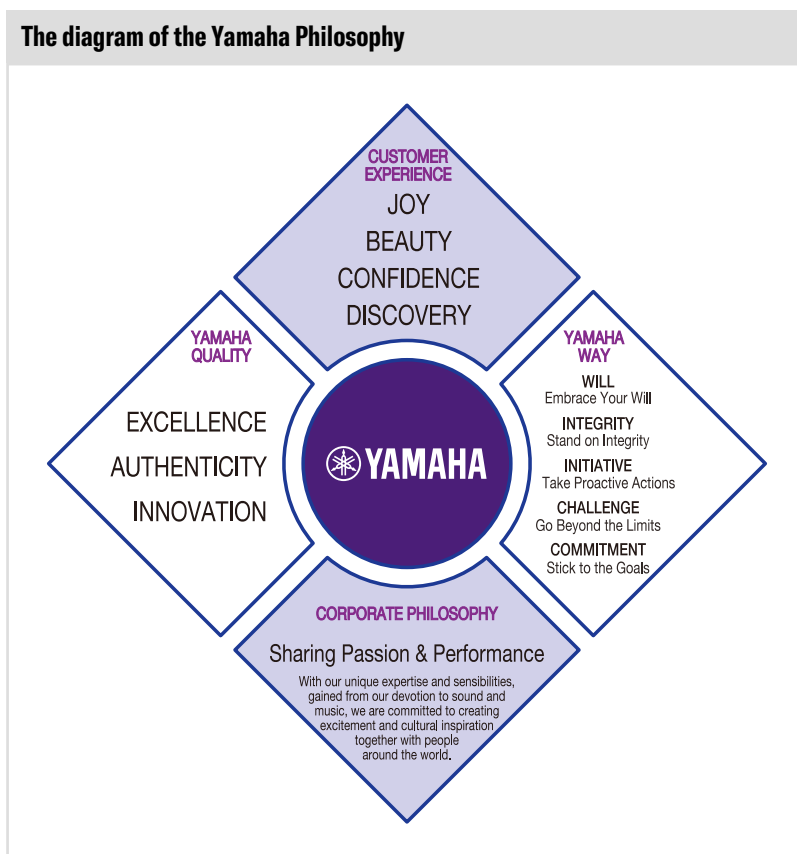
Yamaha is selling add-on units so that customers can enjoy their pianos for a long time in a range of situations. Such units include the Piano Muffling Unit, which adds a muffling function, and the Disklavier Control Unit, which adds a wealth of content and colorful functions to pianos incorporating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

» Piano Add-on Units (Japanese Only)

# 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."



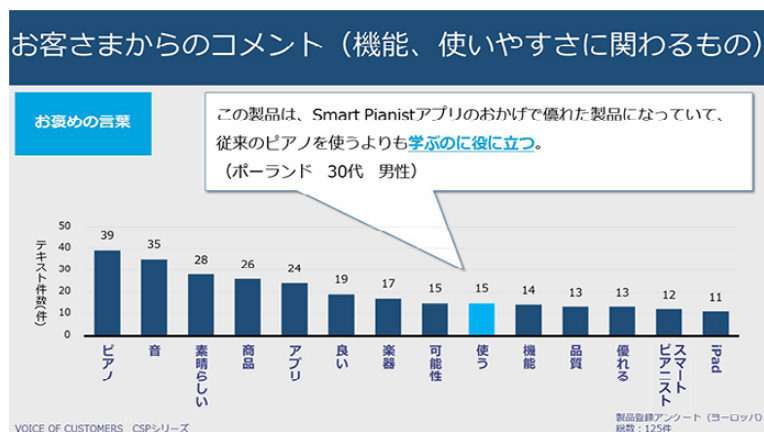
» 1-1 Realization of Customer Satisfaction

### ► Business Based on the Customer's Viewpoint

Focusing mainly on our musical instrument and audio divisions, customers' comments are distributed and shared globally by internal digital signage (electronic bulletin boards), the Intranet, company magazines, and posters. Furthermore, focusing mainly on the quality assurance, musical instrument and audio product development divisions, we are implementing regular training to develop customs in which employees act after considering the customer perspective.

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**  
(digital signage, domestic factory posters, overseas factory company newsletters)



### Example

## Customer Perspective Training

Customer Perspective Training is Yamaha's unique system of training 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 takes many forms, such as employees listening to product purchasing stories in customer interviews and considering why customers chose each product. Another example of this training is employees listening to customer opinions and considering customer expectations, points of improvement for Yamaha, and actions that should be taken. This training is gradually being extended to more divisions. It is currently held every month in many divisions, such as those related to musical instrument and audio product development, quality assurance, the golf business, and staff divisions.



Customer Perspective Training scene



Customer Perspective Training scene

## 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.

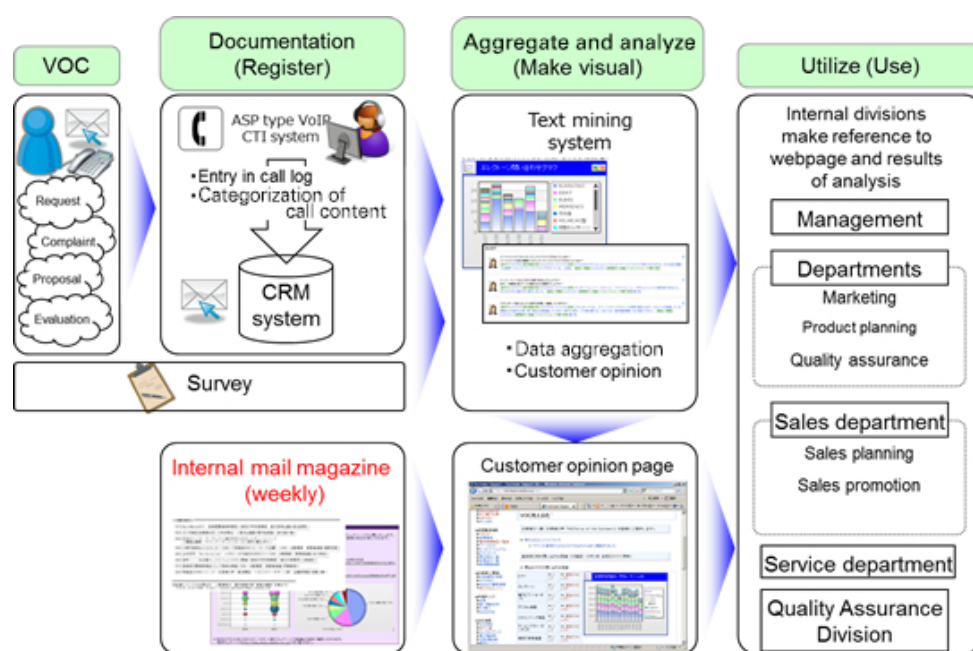
In particular, our musical instruments/audio divisions have been globally collecting and utilizing feedback from the voices of our customers not only through customer support services, but also through various forms of daily communication. In order to further connect with customers in our major markets, Japan, the US, Europe, and China, 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



## Evaluations by Third Parties

### ► Selected First Place in the Educational Service Industry in Japanese Customer Satisfaction Index (JCSI) for the Third 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

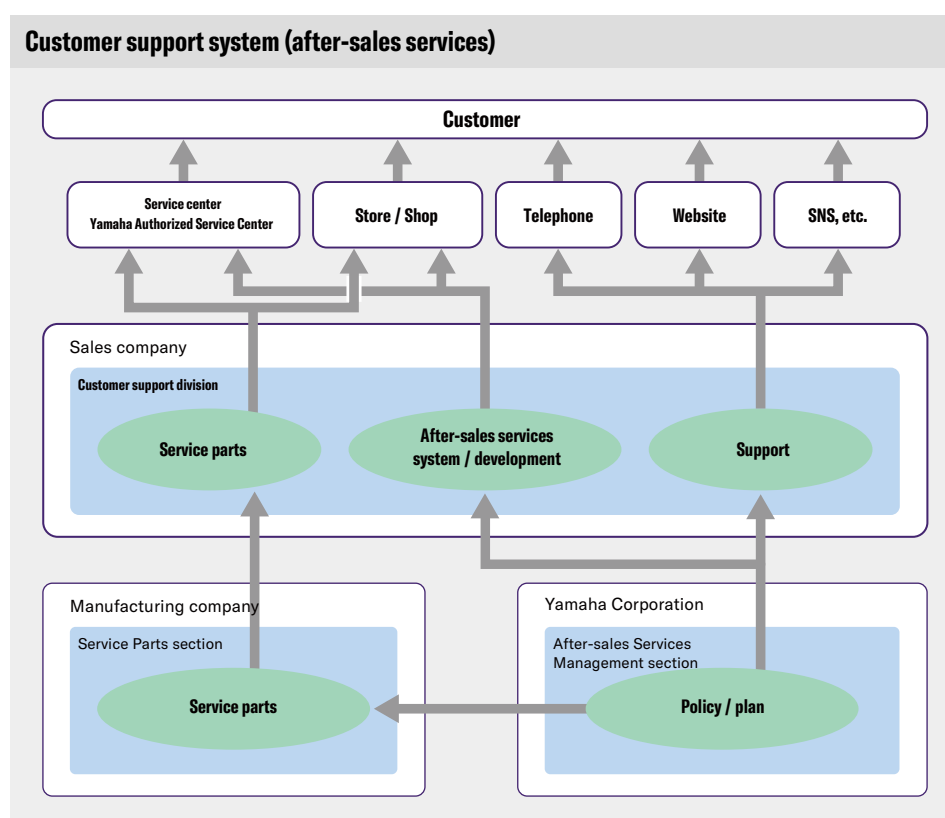
## Customer Response and Support Structure

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

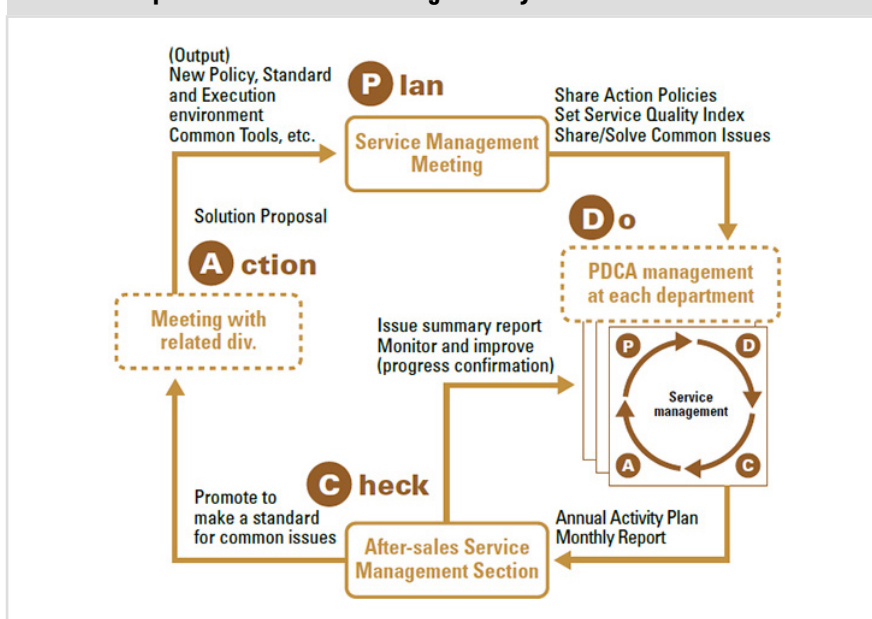
## Yamaha Group After-sales Service Management System

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.

Customer Service Support representatives from 25 Japanese and overseas companies participated in fiscal 2019’s Service Management Meeting, reviewed customer service initiatives and KPI, and discussed a new strategic direction for after-sales Service in the Yamaha Group.

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. The Group is also monitoring operational status by a check sheet.

### Yamaha Group After-sales Services Management System



Scenes from Service Management Meeting discussions



Service Management Meeting participants

## **Initiatives**

### **Evaluation of the Customer Support Center 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 20 points in fiscal 2018 to 44 points in fiscal 2019. Furthermore, the Company was able to confirm the strong correlation 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**

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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

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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.

We established an information security working group under 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. We continued making improvements in fiscal 2019 and improved the precision with which personal information held by domestic Group Companies is managed. We also formulated new Group Personal Information Protection Standards for Group Companies in Japan and internationally which became effective as of April 2019.

[» 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.

### ► 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 2019.

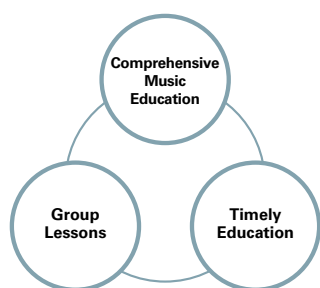
# Enhancing Products and Services

## 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

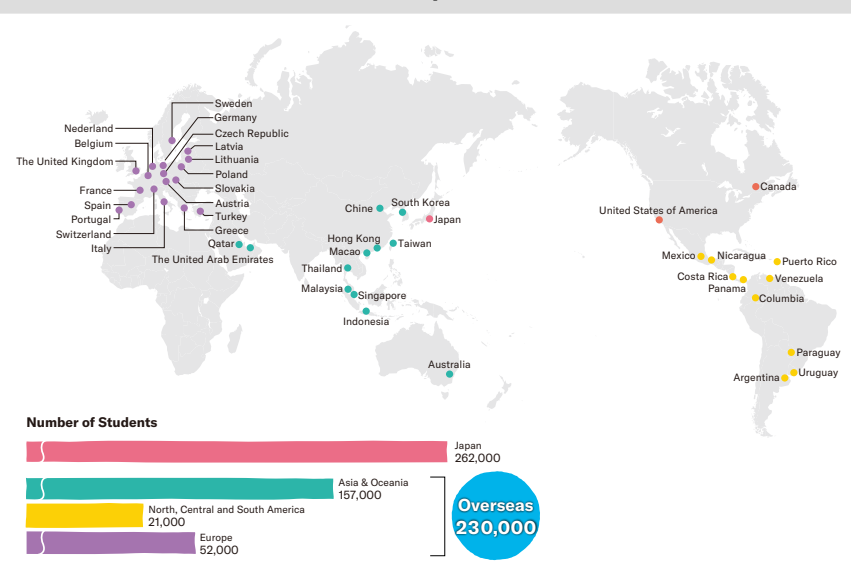
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
<b>Japan</b>	320,000	300,000	280,000	271,000	262,000

\*As of June, in each fiscal year

Overseas, currently around 230,000 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 March 2019)



## Music School enrollment overseas

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
Asia, Oceania (including China)	153,000	155,000	153,000	155,000	157,000
Europe	52,000	53,000	54,000	50,000	52,000
North, South America	24,000	24,000	24,000	23,000	21,000
Total	229,000	231,000	231,000	227,000	230,000

\* At the end of 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. The concerts are held not only in Japan but throughout Asia, Europe and other regions as well. 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 1,200 locations throughout Japan. We provide a variety of course lessons, both individually and in groups, to meet our customers' diverse needs, from musical instruments such as the saxophone or guitar to vocal (currently 37 courses, 105,000 students enrolled).

Group lessons 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 2019
6,000	40,000	50,000	92,000	105,000	110,000	110,000	105,000

\*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 senior generations that allows even inexperienced seniors to participate in a casual setting. This course was launched nationwide in 2017 and is enjoyed by 10,000 persons in 550 sites (as of November, 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.

From fiscal 2017, we have participated in the planning of “Company UD Visiting Lectures,” part of the program by Hamamatsu City to promote town-building through universal design (UD). We are holding UD visiting classes for local elementary students.

These classes explore how consideration for various people are reflected in products/services and ideas and thoughts toward UD in companies. These classes aim to guide children to look at society and create an image of their future occupation. In fiscal 2019, at two elementary schools in Hamamatsu City, we held a talk about the general characteristics of wind instruments and the universal design aspects of the casual wind instrument Venova in a session titled “The Universal Design of Wind Instruments.”

Yamaha will further continue to cooperate with the initiatives to widely transmit the ideas of universal design and the joy of music to society.



“Company Universal Design Visiting Lectures” at local elementary schools



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

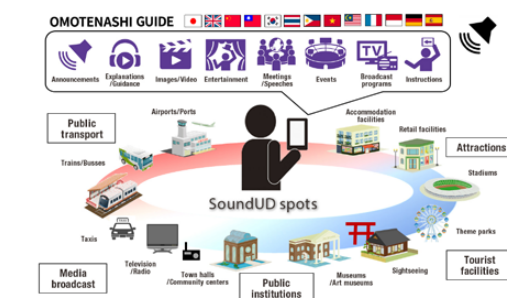


In-house seminar

### ► 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.

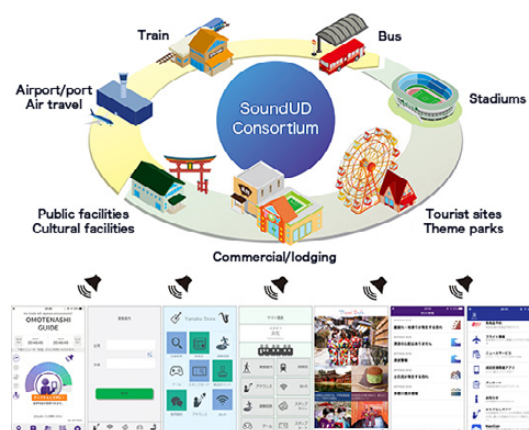


“OMOTENASHI GUIDE” image

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 “SoundUD Consortium” for the objective of both private and public entities further promoting a “society using sound for universal design,” where there are no concerns about language or hearing ability. This organization was established for many Japanese companies and organizations to promote initiatives for the utilization of sound in universal design together towards the goal of major Japanese facilities being able to handle the use of sound in universal design by 2020. By releasing a portion of the technology from the OMOTENASHI GUIDE to the consortium members to create a new open standard, Yamaha is promoting innovation and a new business model for Japan, as well as striving to spread these concepts along with 275 (as of April 1, 2019) member companies and organizations.

Furthermore, in order for all audience members, including the elderly and those with auditory and visual disabilities, to have the opportunity to equally access information and understand the content of television and radio broadcasts, the Group also worked with 16 broadcast stations across the country on a subtitle support business that utilized SoundUD.



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

» SoundUD Consortium (Japanese Only)

» 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 is selling 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.



Venova “YVS-100”

\* “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.

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

» Education Solutions Utilizing ICT


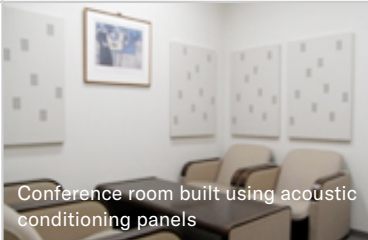


## Proposing Solutions that Utilize Sound Technologies

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™ » “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)	Focusing on the quality of conversations, this portable and convenient speakerphone is a compact, lightweight device with a built-in battery that facilitates remote communications.	

### 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.	

## Proposing Applications of Sound Technology

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>