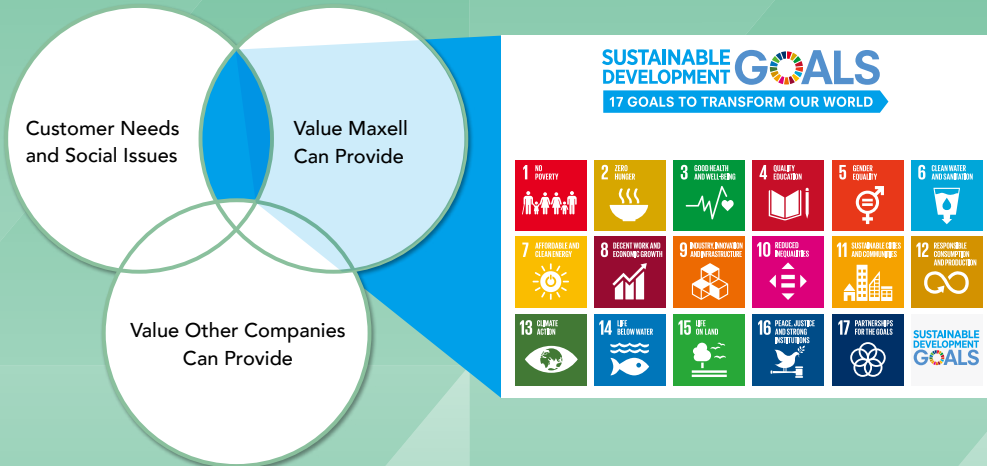


The Maxell Group's CSV Business Management

Special Feature 2

By drawing on our strength in analog core technologies to create solutions that leverage our distinctive capabilities, we are helping to tackle complex and overlapping social issues that are emerging globally. In this way, we are addressing social issues through our products and services.



▲ Contributing to Realizing the SDGs through CSV Business Management

Various social issues are gaining more urgency around the world. While the aging population and declining birthrate are resulting in labor shortages in Japan, population growth and urbanization are causing water and energy problems in emerging countries. To address these social issues, companies must develop sustainable businesses that benefit society as well as themselves.

Based on our management vision of “Supporting Smart Life, Peace of Mind & Cheer around People,” we develop businesses that closely reflect people’s everyday needs to bring even more convenience to their daily lives.

Through business management that leverages its distinctive strengths with a view to CSV (Creating Shared Value), the Maxell Group contributes not only to the development of a sustainable society but also to the achievement of the SDGs (Sustainable Development Goals) set by the United Nations.

CSV Example ①

Contributing to safety and peace of mind when driving with our *Super AR* Head-Up Display (AR-HUD)*

Related SDGs



▶ Social Issue

Elimination of Traffic Accidents

Automobiles are an indispensable means of transportation in daily life. Although the convenience and performance of automobiles have increased year by year, advances in transportation have given rise to many issues that must be addressed. For example, the increasing number of elderly drivers is resulting in more accidents caused by poor eyesight or cognition, such as accidents resulting from overlooking road signs. Other car-related social issues include accidents attributable to too much driving.



Demonstration car equipped with AR-HUD

▶ Our Solution

Supporting Driving Safety with AR Technology

We have created *Super AR Head-Up Display*, which is still under development, by applying original technologies honed in the development of ultra short throw projectors, such as free curved surface optical, highly efficient light-source, and video augmentation technologies. Head-up displays support safe driving by overlaying the view in the driver’s line of sight with navigation information and visual alerts from sensing cameras and other sensors, which makes it easier for the driver to check peripheral areas with minimal viewpoint alterations. *Super AR Head-Up Display* displays the distance of objects, which helps the driver to make intuitive and accurate judgments. It is hoped that this function will reduce traffic accidents and lessen the burden of driving.

Given the basic need to maintain safety and peace of mind when driving, our provision of differentiated value in this area will help evolve transportation.

* Augmented reality



Cockpit equipped with AR-HUD



Displayed images from AR-HUD