The Wait is Over: New Market is Taking-Off for Optical Interconnection

～ Open Innovation is KEY for development acceleration～

Excerpt for WEB site

Advanced Photonics,Inc.
2008.12.01 Ver 3.0

Ⅰ. Examples in APi

02.Company Profile

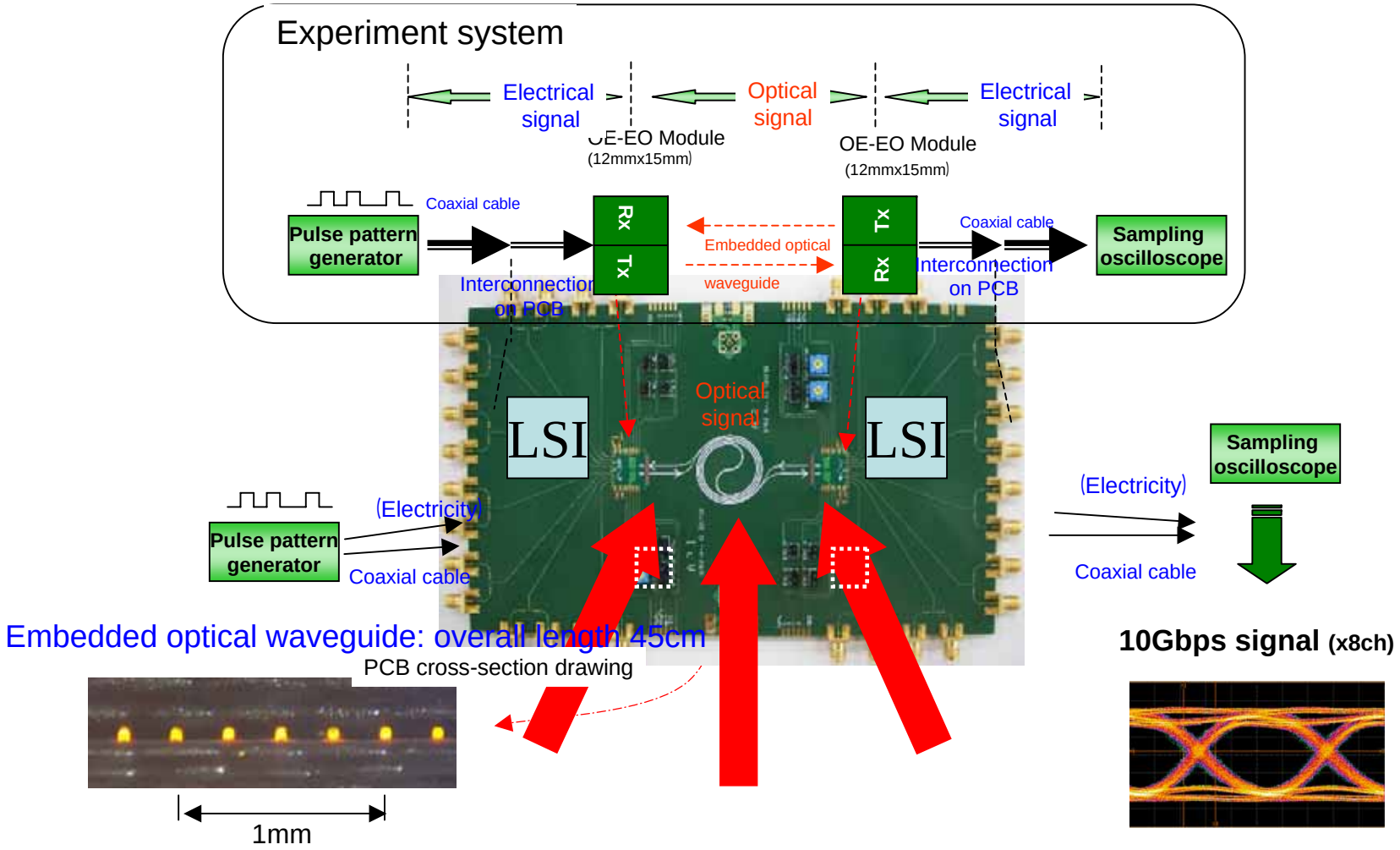
APi is a university spin-off with total design & development capabilities in optical interconnection

Name in Japanese	Sentan Photonics Kabushiki Kaisha
Name in English	Advanced Photonics, Inc.
Head-office Address	7-1-103 Haneda Asahicho, Ota-ku, Tokyo
Joint Research Office	Room404, 3rd Bldg., The University of Tokyo Research Center for Advanced Science and Technology, 6-1, Komaba 4-Chome, Meguro-Ku, Tokyo
Line of business	Developing, designing, manufacturing and selling high-speed, high-capacity optical circuit board
Capital	Yen 188 Million
Outstanding Shares	28,775 shares
Management	
Supreme Technology Advisor/Director	Yoshiaki Nakano (Prof. of the University of Tokyo)
President & CEO	Makoto Shigematsu
Director & CTO	Song Xueliang
Auditor	Takuro Wakabayashi (President of venture capital ASTEC)
Legal Advisor	AZX General Law Office

03. Product on Display

On dynamic display is PCB with embedded optical waveguide (45cm)

(covered by Nikkei Business Daily)

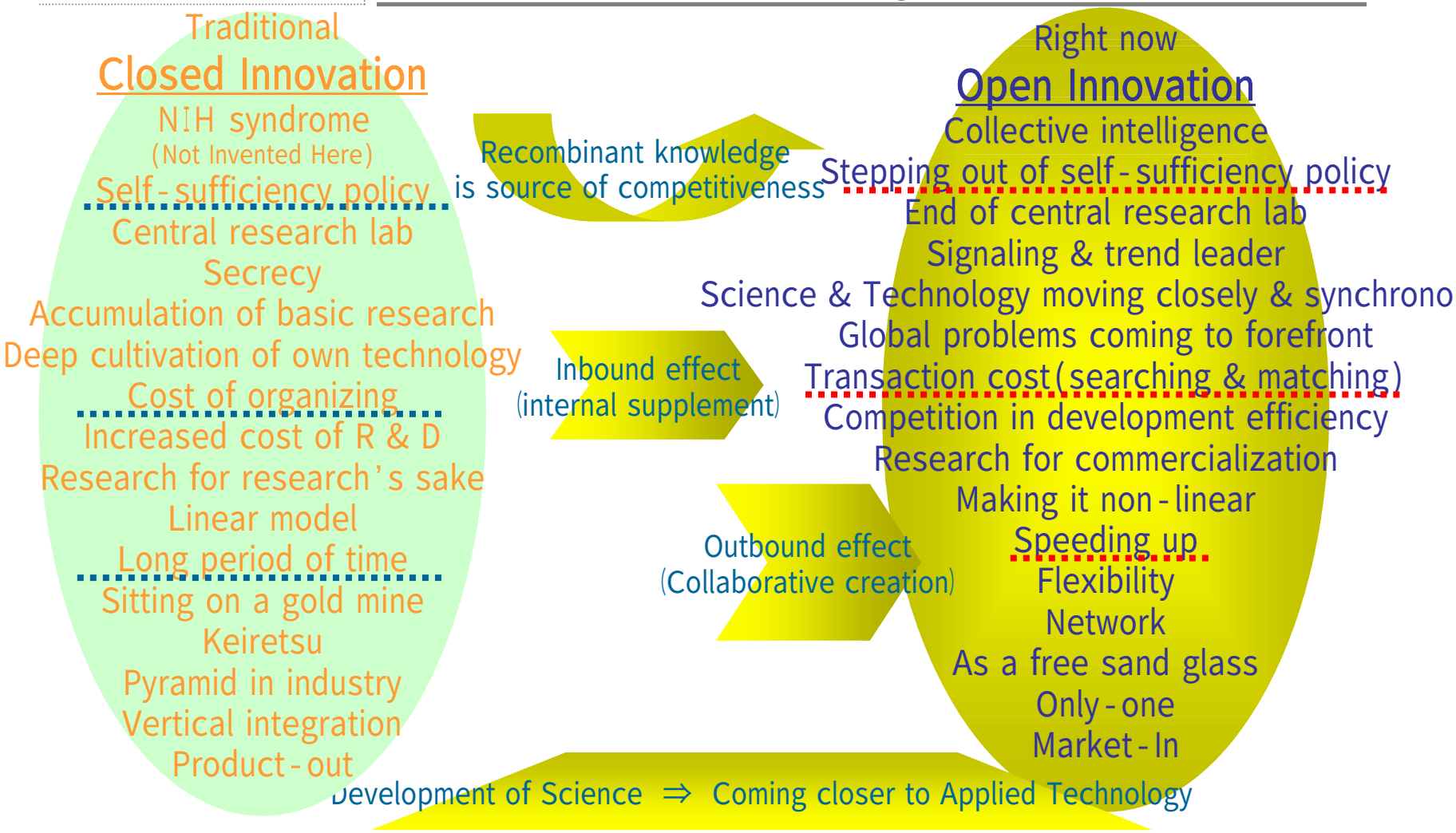


II . Open Innovation

01. What's Open Innovation?

Purposive inflows of "External" technology to accelerate "Internal" R&D

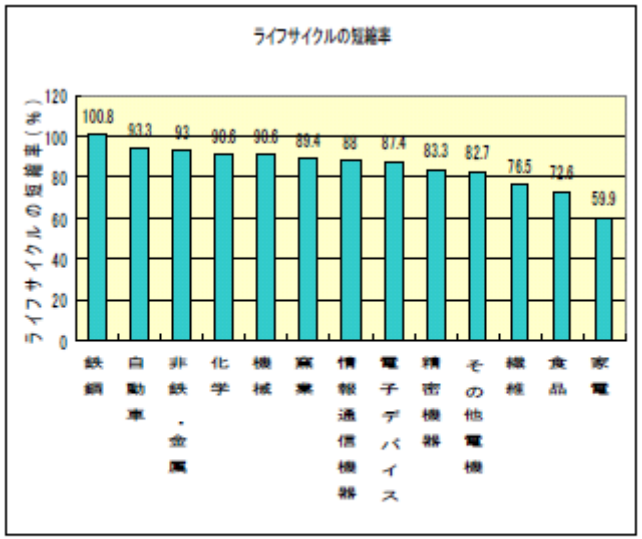
Henry Chesbrough, 2006



02. Changes in development environment

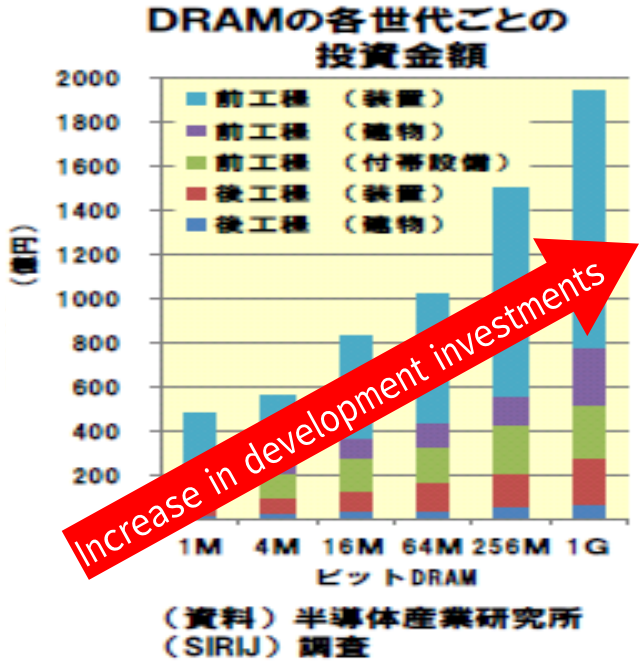
Fate of the company＝ Improvement in development efficiency

新製品の短命化



（資料）経済産業省他「2007年版ものづくり白書」2007年5月

（注）ライフサイクル短縮率＝
（主力製品の現在のライフサイクル年数（産業別平均値））／（主力製品の5年前のライフサイクル年数（産業別平均値））



（資料）半導体産業研究所（SIRIJ）調査

03. Change of research expenditure

Increasing share of external elements in development activities of companies

Share of external fund in research expenditure of business companies
企業の研究費に占める外部資金のウエート

		1990年	1995年	20[illegible]	[illegible]5年
OUT	自己負担研究費に占める社外支出研究費の比率	8.3		11.1	13.1
IN	社内使用研究費に占める受入研究費の比率		3.6	5.7	9.6

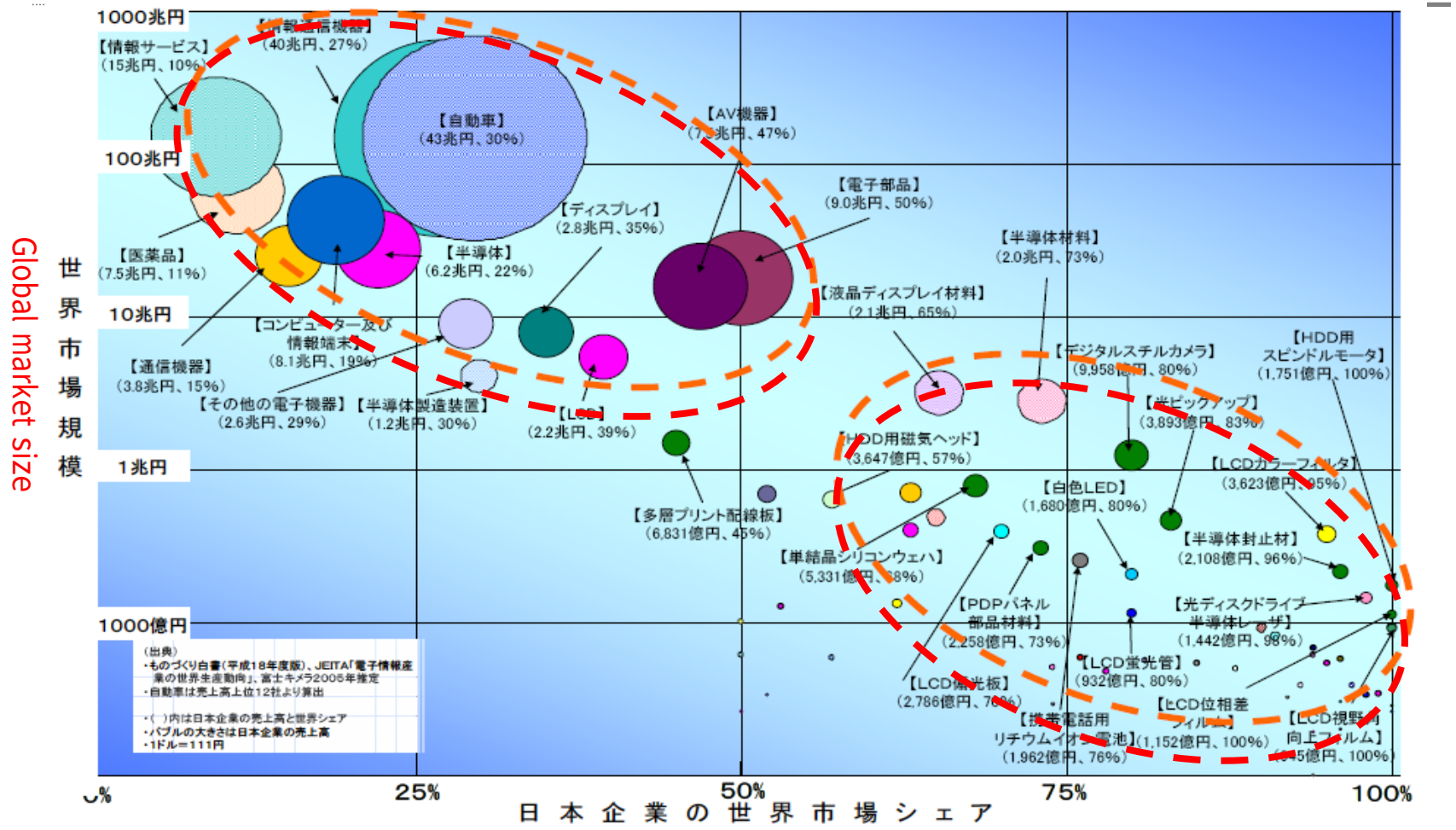
出所：総務省「科学技術研究調査報告書」より
東レ経営研究所 増田貴司氏作成

OUT : Share of paid-out research expenses in the total research expenditure

IN : Share of received fund for research in the total internal research expenditure

04. Global Share

Japan's elemental technologies boasting high share ～Make full use in open innovation



Share of Japanese companies in Global Market

05.
ＫＦＳ（Key Factor for Success）for successful open innovation

①Establish relationship of mutual trust among members
⇒ Share problems, encourage free discussion

②Let open innovation and closed innovation complement one another⇒ Clarify your core technology to be guarded

③Clarify division of roles in the area to be developed
⇒ Fusion of competitive core technology from both sides

④Select theme with commercialization as precondition
⇒ No R&D for merely reporting's sake

⑤Clarify time axis
⇒Make process schedule chart, share clue to distance to goal

⑥Value produce-talents(section)
⇒ Accept unavoidable uncertainty

⑦"Partnership", secure fair and equitable operation
⇒ Counting one's chickens before they are hatched

Not outsourcing !

How about converting
your main products into
OPTICAL
together with us !

First, just contact us
info-api@advancedphotonics.co.jp

Advanced Photonics, Inc.