



Management Philosophy

I-O DATA constantly strives to generate greater enterprise value by advancing its business activities with creativity, social awareness and integrity. The Company prides itself on its prowess in technologies that are constantly one step ahead of the times and products that pace the market, while mobilizing its extensive support capabilities to win the trust and meet the expectations of its customers and society.

Keenly aware of its pivotal role as a leading company in the IT domain, and of the crucial need to stay abreast of the fierce innovation that now drives this industry, I-O DATA remains firmly committed to contributing to society with cutting edge technology, compelling products and steadfast support services. This mission, as spelled out in the tenets of its management philosophy, is the manifestation of the Company's determination to make a strong and lasting contribution to today's information technology-fueled world.

Within the increasingly intense state of competition on marketplace, the top priority at I-O DATA is to advance its corporate operations true to the guideline motto of "Selection and Concentration," render swift management decisions and deploy organizations capable of mounting immediate and uncompromising market responses that furnish its customers with products that shine for their stellar added value.

Corporate Stance

Whether at home in Japan or in the international community, I-O DATA tirelessly strives to excel as a indisputable model of corporate ethics, winning the trust of customers, shareholders, business partners, regional communities and employees alike.