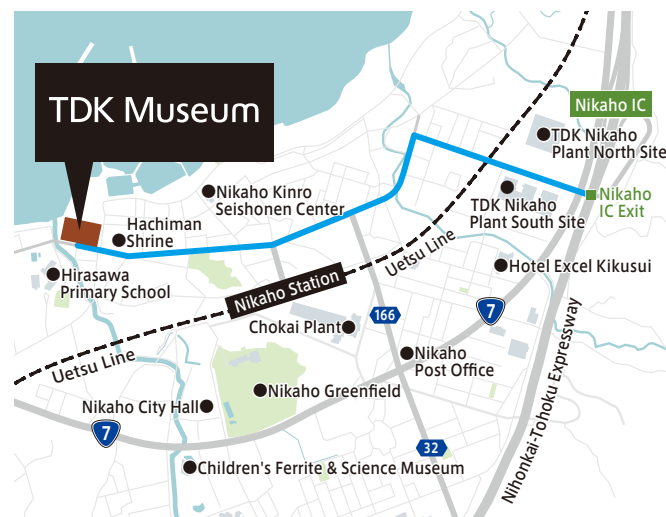




Originally established in commemoration of the company's 70th anniversary, the TDK Museum was reopened in a completely redesigned format on the occasion of the 80th anniversary. It is located within the premises of the Hirasawa Plant in Nikaho City, the birthplace of TDK. The museum not only presents an overview of what TDK stands for and how the company has evolved in the larger context of the industry and society, it also acquaints visitors with its unique technologies and offers visual and hands-on demonstrations of how the company will contribute to the evolving world of the future.

into the Future!



**Opening hours:** 10:00–18:00 (Final admission: 17:30)

**Closed:** Please see the museum's calendar on our website.  
<https://www.tdk.com/museum/en/guide/information.html>

**Admission:** Free of charge (Groups require prior reservation.)

**Location:** Gashomen-15 Hirasawa, Nikaho City, Akita Prefecture, 018-0402  
 \*1.8 km from Nikaho IC exit  
 \*About 10 minutes on foot (about 3 minutes by taxi) from JR Nikaho Station  
 Tel: 0184-35-6580 Fax: 0184-35-6853

<https://www.tdk.com/museum/en/index.html>



# TDK Museum



TDK was founded in 1935 with the aim of realizing the world's first industrial application of the material ferrite that had been invented in Japan. In 1940 the Hirasawa Factory was built in Hirasawa-machi, Yuri-gun, Akita-ken (now Nikaho City in Akita Prefecture), and various other production facilities are also located in the same area. Throughout its growth, the company has maintained strong ties with the local community.

Visit the Past and Look

Attracting Tomorrow





# Introducing the TDK Museum

This facility has a twofold purpose. On one hand, it traces the development and growth of TDK through the years, with a focus on Monozukuri, the art of innovative manufacturing with a strong dedication to quality and craftsmanship. The second purpose is letting visitors experience firsthand how TDK technology will be evolving and changing the world of the future.



Entrance/Exit

- 0** Corporate Information
- 1** The History of Magnetism
- 2** TDK's History
- 3** Four Great Innovations
- 4** Three Key Areas for Growth
- 5** Digital Timeline
- 6** Recording Media
- 7** Monozukuri
- 8** TDK's Activities for Society
- 9** Topics
- 10** Electronics & Spintronics
- 11** Smart Mirror
- 12** Future Town in 2035
- 13** Interactive Magnetic Field Theater by teamLab
- 14** Future Lab
- 15** Limited-Time Display
- 16** Magnetism Object
- 17** Corporate Branding



## Four Great Innovations

History

Learn about four major innovations that TDK has delivered to the world: ferrite cores, magnetic tapes, multilayer chip components, and magnetic heads.



## Digital Timeline

History

What are the contributions of TDK to the evolution of electronics? Find out from photographs and actual electrical products and devices.



## Electronics & Spintronics

Future

Understand how electromagnetic induction works and experience a hands-on demonstration of spintronics, the leading-edge technology that makes use of the spin properties of electrons.



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## Smart Mirror

Future

In the near future, all kinds of familiar things around us will be interconnected via the Internet of Things (IoT) and will utilize AI, making life even more convenient and healthy. Here you can experience sensing technology, which will be essential for the realization of such a world.



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## Future Town in 2035

Future

This city of the future will use clean renewable energy sources and have wireless power transfer systems. Public institutions, homes, and people will be interconnected via the IoT, creating a comfortable society of the future.



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## Interactive Magnetic Field Theater by teamLab

Future

This theater, unlike any you have seen before, has been created by teamLab, an interdisciplinary group of ultra-technologists. It turns normally invisible magnetic fields into a visual experience that even responds to touch.