

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

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



TDK Museum



TDK was founded in 1935 with the aim of being the first in the world to industrialize ferrite, a magnetic material that was invented in Japan. In 1940, TDK established the Hirasawa Factory in Hirasawa-machi, Yuri-gun, Akita Prefecture (now Nikaho City) and has been a partner to local communities centered on Akita since its founding. TDK has grown to become a global company that conducts business in more than 30 countries and regions around the world.

Visit the Past and Look

The museum opened on the grounds of the former Hirasawa Plant to commemorate the 70th anniversary of TDK's establishment and was later renamed the TDK Museum. The museum underwent a major refurbishment at the time of the 90th anniversary of TDK's founding. At the museum, through videos and interactive exhibits, visitors can experience not only TDK's history and connections with industry up to the present, but also how TDK's unique technologies will create the society of the future.

into the Future!

CONNECTION Connection Zone



This area features exhibits on topics concerning the relationship between TDK and the Akita region and the broader world. TDK has over 250 business locations in more than 30 countries and regions around the world. Exhibits on the regions where TDK production sites are located can be found here.



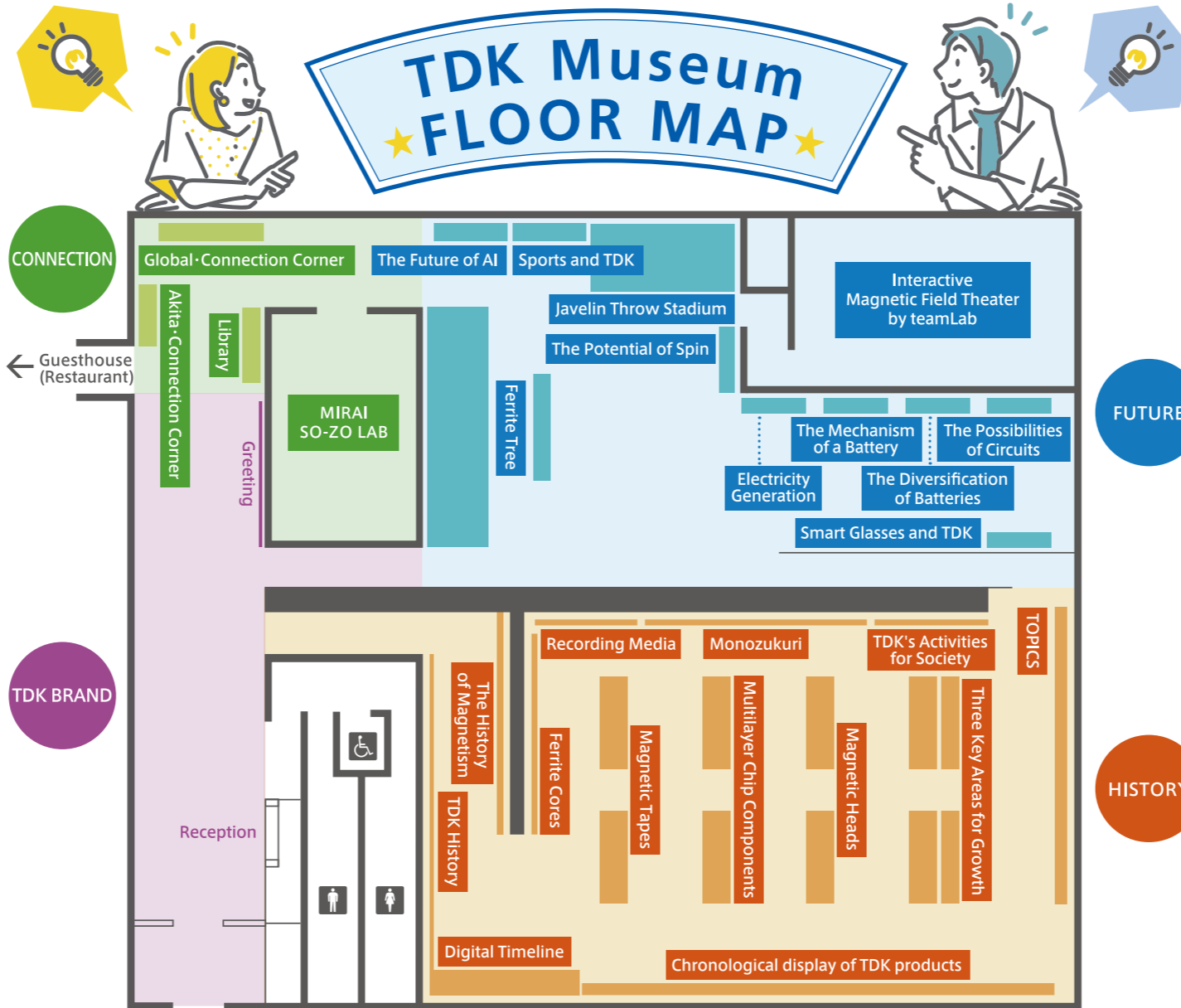
Library

Various books have been gathered with a focus on scientific fields. Visitors can spread their wings of curiosity—the “desire to learn.”



MIRAI SO-ZO LAB

This is a multipurpose space that can be used for events and workshops and as a theater in collaboration with local communities.



CONNECTION

TDK BRAND

FUTURE

HISTORY

HISTORY History Zone

How has TDK supported advances in electronics? In the History Zone, you can learn about TDK's journey through a Digital Timeline that features photographs from past eras, actual electrical products, and exhibits highlighting TDK's world-class Four Great Innovations: ferrite cores, magnetic tapes, multilayer chip components, and magnetic heads.



FUTURE Future Zone



This part of the museum features fun and informative displays ranging from panels that clearly explain the mechanisms of electricity, batteries, and circuits to an interactive area where guests can experience cutting-edge technologies such as AI and smart glasses. You too can experience the future firsthand.



Ferrite Tree

The Ferrite Tree is a symbol of TDK's technology. By inputting a technology that you are interested in and your vision for the future that you want to make a reality, generative AI will depict a scene of the future on the Ferrite Tree.

The Potential of Spin

Spintronics is a technology that makes use of the “spin” of electrons. Let's explore the possibilities of this cutting-edge field that will lead to the development of advanced electronic components that go beyond conventional wisdom.

