

Dare to dream—Dare to be different.
In a spirit of courageous craftsmanship,
TDK creates products of true value.



The history of TDK begins with ferrite, a magnetic material that we adapted to industrial use for the first time in the world. Rather than imitating others, we aim to create new things, and do so already from the initial stage, starting with the raw material. At the other end of the process, our concern extends to the way the set products are used in society. We like to explore and forge our own solutions with creative thinking. This spirit of inquiry has driven our company from the very beginning, and it still defines TDK today.

A field that we have been engaged in continuously is magnetics, with ferrite as the core element. Hearing comments such as “When thinking magnetics—think TDK” therefore comes as no surprise. We have earned this reputation through involvement with a wide range of products, and I strongly intend to continue this policy. Some examples include cassette and video tapes, recording heads for hard disk drives, and more recently MRAM (Magnetic Random Access Memory) which features low power consumption and high operation speed and is considered a promising next-generation memory technology.

We believe that the technical expertise gained by TDK over the years has the potential to make a significant contribution in solving various problems which society is facing today. A case in point is the creation of technology to reduce power conversion losses occurring during the transmission of electrical energy. Also, by making electronic components smaller and lighter while retaining high performance, we can help reduce the environmental load of society in general. Through forward-looking thinking and the quest for innovative solutions, we can anticipate the needs of our customers

which in turn respond to the needs of society. This opens up a range of new and exciting possibilities.

We encourage our entire staff of about 60,000 people to tackle difficult challenges head-on, to become part of the creative process, without being afraid of the occasional failure. The quest for new products of true value begins with asking questions, looking at existing phenomena and situations in a new light. In doing so, we should not isolate ourselves but always reach out and be communicative. Gaining experience through interaction and moving forward is invaluable. But the most important aspect is the power to dream. I see it as my own responsibility to instill an imaginative outlook in all members of our organization.

A development that is attracting a high level of interest recently is magnetoelectronics. It is also called “spintronics” because it involves groundbreaking research into ways to utilize the spin of electrons. TDK is in a position to use its expertise in the field of magnetics to foster the transition “from electronics to spintronics.” It is our dream to help build a bridge into a new dimension of scientific achievement.

TDK is progressing steadily with an eye on future visions. Some aspects of our current efforts are described in this report. I hope that you will find it interesting reading, and heartily welcome your comments and suggestions.

President & CEO
TDK Corporation
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