

# Pioneer the new norm for a safer and sustainable world.

IDEC celebrated its 75th anniversary in November 2020. Since our founding in 1945, we have been engaged in development of HMI (Human-Machine Interface).

Leveraging the core technologies created and enhanced through development of industrial switches and other control devices for machines, we want to make safer, more pleasant points of contact between humans and machines in manufacturing sites and daily life scenes. This is how we desire to contribute to society.

To thus contribute to the functioning and well-being of society, based on the premise that at times humans make mistakes and machines break down, we are inspired to pursue and realize consistently high levels of safety, ANSHIN\*, and well-being, and protect humans even in unforeseen circumstances.

We are determined to continue providing innovation and value as we enter a new era, sustaining our 75-year ceaseless commitment stated above, as we expand it on a global scale and stay on course toward our next milestone, the 100th anniversary.

\*ANSHIN: a sense of trust and assurance without any fear or stress



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## The IDEC Way

As a step towards becoming a truly global company, the IDEC Group has adopted a new philosophy. "The IDEC Way" encompasses the following:

### Vision

Pioneer the new norm for a safer and sustainable world.

### Mission

To create the optimum environment for humans and machines.

### Core Values

See details on page P36

