

# TSUNAMI Newsletter -- July 2009

## 119<sup>th</sup> Business Plan Presentations held on July 8, 2009 at Iwasaki Gakuen in Yokohama

### 1. Segway Japan, Ltd. <http://www.segway-japan.co.jp/> (Japanese)

**President (Mr. Hiroshi Otsuka)** Established in December 2008 Capital stock: 10 million yen  
As the exclusive Japanese distributor of the products of the U.S. firm Segway, Segway Japan is developing business with warehouses, factories, golf courses, security firms, and resorts. It is also promoting independent business in constituent technologies in the field of robotics, mainly in the following three areas: 1) image recognition and display technology, 2) emotion recognition technology, and 3) operator-less mapping. It therefore has in hand technologies needed for making lifestyle proposals keyed by personal mobility with awareness of the environment.

【Re-Cap】 Segway is the battery-powered, two-wheeled "mobility platform" which created a big stir in the United States and, indeed, the rest of the world when it was first unveiled. Today it is in widespread use in Japan as well, at golf courses, Huis Ten Bosch Dutch-style resort, airports, and other facilities. Although Japanese law does not yet permit its operation on public roads, it has excellent environmental features (the recharging cost falls in the range of 10 - 20 yen for a distance of about 39 kilometers), and there are good prospects for further expansion of occasions for its use.



Mr. Otsuka

### 2. Arcreate Corp. <http://www.arcreate.co.jp/> (Japanese)

**President (Mr. Masayoshi Uchida)** Established in January 2003 Capital stock: 60 million yen  
Headquartered in the city of Kochi, ARCREATE has a business based on sales and technology transfer (royalties and sales of patented parts) in the area of aseismic steel-frame construction technology. It provides steel-frame construction technology that has a high resistance to earthquakes, is friendly to the environment, and offers a low building cost. Its target customers are building owners and the conventional construction industry as a whole. Under the business scheme, it takes royalties and sells patented parts. As compared to conventional quake-proofing, it offers an approximately 2.5-fold increase in resistance and reductions of about 10 percent in steel frame weight, 40 percent in the amount of welding, and 40 percent in use of carbonic acid gas for welding, electrical power, and welding materials. It is currently tied up with 19 stores (corporate- and individually-owned). Including those pending, its patents number about 20.



Mr. Uchida

【Re-Cap】 Japan is an earthquake-prone country, and all construction must incorporate aseismic features. The presentation focused on the company's technologies, which boast a performance about 2.5 times as high as the conventional variety in respect of seismic resistance. Its methods are already being applied for condominium buildings, factories, hospitals, and hotels. Taking aim at more stable quality and technical assurance, it is using this technology as the basis for building an agency and partner-store system, according to the presenter.

### 3. Cambwick Healthcare K.K. <http://www.cambwick.com/1024/index.html> (English)

**President (Dr. Keisuke Hirasawa, BA, MSc, PhD)** Established in October 2008

Capital stock: 6.1 million yen

Cambwick Healthcare develops portable electronic treatment devices applying the effect of electrons for combating oxidative stress. In Japan, people infected with chronic Hepatitis-C, which is marked by an increase in oxidative stress, number about 3 million, and the company's initial business target is provision of alternative therapy that will give relief to those Hepatitis-C patients who cannot benefit from conventional therapy. Through tie-up with leading clinical physicians in the United States, it has already obtained scientific pilot clinical data. The mechanism of electron therapy is based on endowing the body with deoxidating power by supplying it with electrons. It is the only such product resting on technology developed and manufactured in Japan (patent pending).

【Re-Cap】 It was indeed alarming to learn that Japan alone has some 3 million people infected with chronic Hepatitis-C. Many of them cannot be effectively treated through the conventional interferon therapy, and the electron therapy is undoubtedly very welcome news for them. As for the development network, the company conducted clinical development at five U.S. institutions that are authorities in the field of liver diseases.



Dr. Hirasawa

### 4. Plasma Ion Assist Corp. <http://www.plasma-ion.co.jp/html/english.html> (English)

**President (Mr. Hirokazu Suzuki)** Established in August 2002 Capital stock: 102 million yen

Plasma Ion Assist is aiming for the ultimate in applied plasma implantation and film formation technology. Resting on expertise in high-performance processing to improve component surfaces, it provides film formation and processing technology that is environment-friendly as it reduces use of resources (by lengthening the product service life), energy, and carbonic acid gas while making use of low-cost resources in abundant supply. It is promoting development taking full advantage of its DLC film with a view to marketing products in the following fields: 1) film rolls, 2) automotive components, 3) semiconductor components, and 4) fuel cell parts.

【Re-Cap】 DLC is an acronym for "diamond-like carbon", meaning carbon that has properties like diamonds. The company is applying it in surface improvement in order to transform materials whose development has reached its limits through conventional approaches into new materials. It is reportedly effective for rubber, plastic and even non-ferrous metals. Because it has a structure bearing a close resemblance to natural diamonds, DLC has excellent characteristics in aspects including resistance to abrasion.



Mr. Suzuki

This year is galloping along, and the presentations for the first half are already over. The 119th presentation meeting attracted nearly 70 participants and was a venue of lively discussion. Thanks are due to all concerned. There will be no presentation meeting in August, when the "O-Bon" holiday season comes around. Beginning from September, the meeting will be held on the second Wednesday of each month.

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