

What to do in case of an earthquake?

A company whose mission is to create a safer world, Century Corporation has developed state-of-the-art, life-saving disaster prevention technologies such as its Emergency Earthquake JMA monitor and series of D-HOPE drones.

"In order to effectively develop new products, one must always prioritize the bigger picture," says Kazunari Shozen, President and CEO of Century Corporation, a company that helps its customer to see the bigger picture with its range of high-quality LCD monitors that are used for everything from airport check-ins to disaster prevention.

Century's story is one of innovation and adaptation: the company began as a semiconductor export and trading company and quickly evolved into a PC peripheral equipment manufacturer and trader. As society began to enter the smartphone era, it expanded its business to mobile phone peripheral equipment manufacturing and sales. In 2008, it launched its best-selling product, the 'plus one' LCD sub-monitor. This

+50% market share within 2 years. Thanks to this technological, yet affordable device, we contributed to spreading safety measures to the whole country," Mr. Shozen recalls.

"After this, we began researching disaster prevention equipment, and that led to the second time that Century had an impact on society at large with the production of our 'Emergency Earthquake JMA' monitor."

Based on the technology developed for its 'plus one' series, the JMA monitor has become an industry standard in Japan, which, due to its low price compared to its competitors, has made state-of-the-art disaster prevention technology accessible to all.

"To transform it into an effective disaster prevention device, we

BLACKOUT GUARD' is equipped with a 100V AC output, a USB port, an FM/AM radio and LED light.

But perhaps Century's most exciting recent developments is its series of D-HOPE I, II and III disaster prevention drones for the Japanese market, which the company has developed in collaboration with Chinese original equipment manufacturer Harwar International Aviation Technology.

"We are currently pursuing our efforts to further integrate AI and IoT technologies within the drone in order to transform our creation into a life-saving solution. We recently introduced the first D-HOPE I and reached an agreement with the Japan Aerospace Exploration Agency (JAXA) for a drone lease," says Mr. Shozen.



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Kazunari Shozen,
President and CEO,
Century Corporation

comprehensive rescue operation can be performed immediately. It is my aim to construct such a disaster prevention system," explains Mr. Shozen.

With measures such as the Japanese government's 'Fundamental Plan for National Resilience' the disaster prevention market is becoming increasingly profitable,



Emergency Earthquake
JMA Monitor



BLACKOUT GUARD



D-HOPE I



D-HOPE III

series of small and portable monitors has a wide range of applications and is used by organizations across a variety of industries, including as a guidance monitor for airport check-in counters and as a control monitor for robots and autonomous vehicles.

As a company that has at its core an innate desire to have an impact on society and contribute to creating a safer world, Century took the step into developing disaster prevention equipment, an industry that is of paramount importance in a natural-disaster prone nation like Japan.

"As a matter of fact, Century has changed society on two occasions. Firstly, it was by producing market-leading fire alarms. We went on to sell over six million such devices nationally, for a

integrated an alarm within the hardware. When an earthquake occurs, the alarm will ring before the shake reaches its location, effectively warning its surroundings from an incoming threat and allowing for precious time to find shelter," explains Mr. Shozen.

Today, Century boasts a 95-percent market share for emergency earthquake bulletins, tsunami warning and eruption warning monitors. But despite this market share, the company has not rested on its laurels and continues to develop new products and innovations, such as 'BLACKOUT GUARD', a compact and lightweight portable energy source designed to be used in disaster and emergency scenarios. Powered by its high-performing lithium iron phosphate battery, the

Century is currently developing a range of products for the Japanese market that can be attached to the drone in disaster or emergency scenarios, such as a loudspeaker, an infra-red temperature detector, a 36x zoom camera, and set of ball-shaped fire extinguishers, which can be accurately dropped from the drone to extinguish fire in dangerous situations or places where it might be too hazardous for human fire-fighters to go.

"In the case of a huge earthquake or tsunami that will come soon, one could grasp information quickly from the emergency earthquake JMA monitor. At the same time, it transfers the disaster status and tsunami situation automatically and communicates with the self-supporting flying drones linked to it. Then a

and is expected to grow by 20 percent to reach \$9.7 billion by 2021. But for Mr. Shozen, profit is not his company's main concern.

"Ultimately, I believe that the true success of a company can only be evaluated by the positive social impact and significance it has had," he says. "If we judge Century through this scheme, I believe us to be superior to other corporations. As such, I do not care about becoming famous or incredibly wealthy. My aim, and the aim of Century, is to contribute to society. All in all, I believe that the greatest testament to my life will have been to have helped others."