

あ、そんなことまで。

Ah, Sonna koto madeh!



denON
ENGINEERING



あ、そんなことまで。

Ah, Sonna koto madeh!

denON ENGINEERING - for sound, light and video

"Ah, Sonna koto madeh!" (あ、そんなことまで。) These are the words of delight and joy that customers and end users utter unwittingly when experiencing the services of denON ENGINEERING. This phrase has become our new management philosophy. These words express the wide scope of our businesses, their uniqueness, and our strong determination to continue to provide high-quality services.

Delivering value in all areas related to sound, light and video.

“Ah, sonna koto madeh!” (あ、そんなことまで。)

That is our company, denON ENGINEERING.

All of denON ENGINEERING's management philosophy, its strengths, the solutions provided to customers, and the work done by each one of employees all revolve around "Ah, sonna koto madeh!" (あ、そんなことまで。)

From our founding days to the present time, many have exclaimed "Ah, you did it for us that far!" "Ah, your work is beyond what we ask for!" or "Ah, you are so dedicated to quality!" This is how our customers evaluate us, as well as how their customers (end users) evaluate us, and is the value of our existence.

In order to fulfill our mission as a company.

As the name denON ENGINEERING implies, as a company that turns things "ON," we have defined our MISSION, CREATION and RELATION, and by their realization, by turning the switch "ON," we fulfill our corporate philosophy of "Ah, sonna koto madeh!" (あ、そんなことまで。)

Our three values that are always "ON"

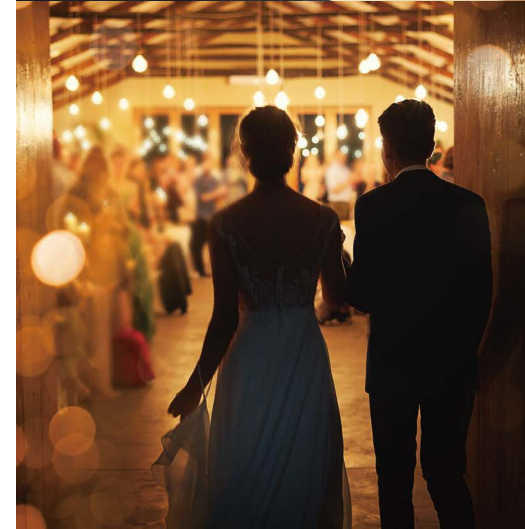
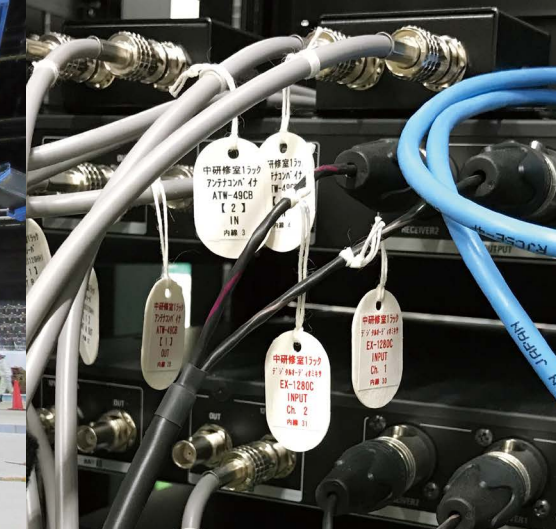
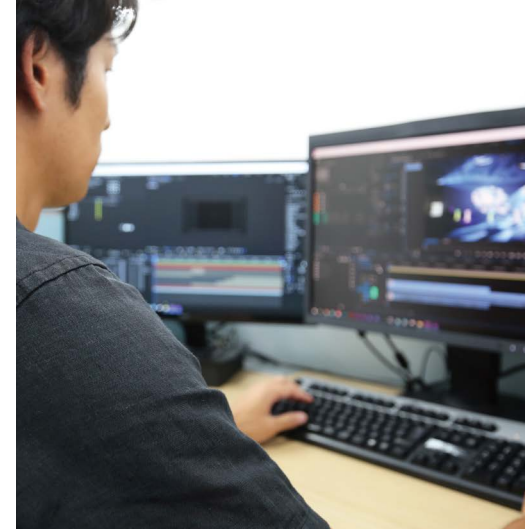
MISSION To continue to provide people joy and delight with everything related to sound, light, and video.

CREATION To create added value that can be provided internally and externally, leveraging the breadth of our business areas and business partnerships.

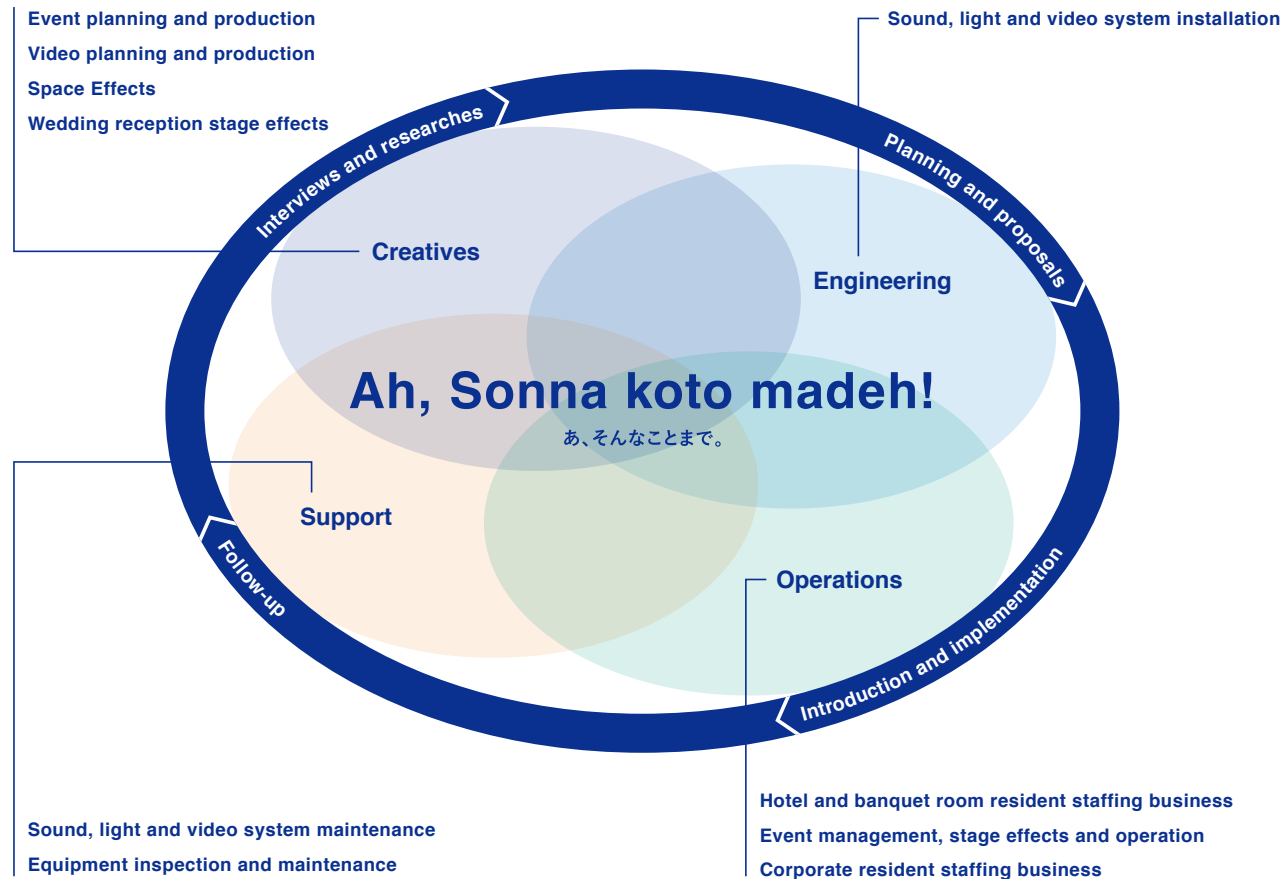
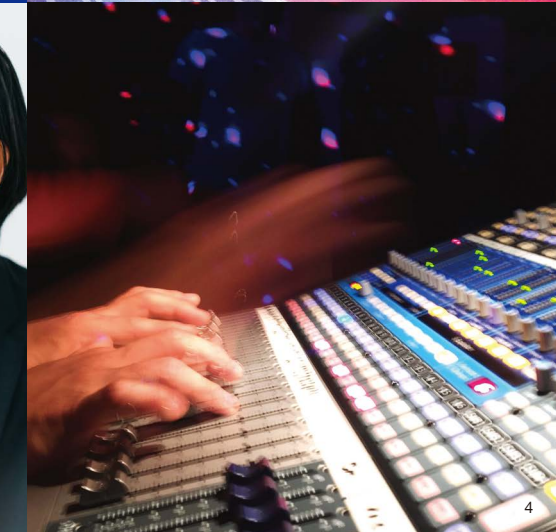
RELATION To build relationships of confidence and trust through our commitment to quality, unchanged since the founding of the company.

We propose moments of
 “Ah, sonna koto madeh!,” (あ、そんなことまで)
 with sound, light and video
 by means of a one-stop service
 leveraging the breadth of our
 businesses and partnerships.

The business of denON ENGINEERING has 4 categories: “engineering,” “operations,” “support” and “creatives.” Our greatest strength is that we can take care of everything as a single company, due to the breadth of our businesses and collaboration among them. Expanding our one-stop service of “interviews and research,” “planning and proposals,” “introduction and implementation” and “follow-up” enables us to propose a solution that evokes the response, “Ah, sonna koto madeh!” (あ、そんなことまで。)



One-stop sound,
 light and video
 service
 ▼
 Ah, Sonna koto madeh!
 あ、そんなことまで。



denON ENGINEERING's four business categories

Engineering

Sound, light and video system installation

denON ENGINEERING addresses the needs of many locations and scenes, including hotels, offices, museums, schools, stadiums and cruise ships. Sound, light, and video - all the work involved in the systems, including the networks that connect them, are provided in one stop.

Operations

Hotels and banquet rooms resident staffing business (sound, light and video operations)

Resident staffing service for the Imperial Hotel was the starting point for denON ENGINEERING. Our employees resident as staff members at hotels nationwide, undertake sound, light, and video operations with great care for banquets, events, and meetings, etc.

Event management, production and operation

denON ENGINEERING addresses not only the requirements of hotels but also any scenes wherever that call for sound, light, and video. We take charge of event management and production, equipment operations and others.

Corporate resident staffing business

(equipment setting, management, helpdesk and operations)

Our staff reside onsite to support customers' diverse business needs for the setup, management and operations, etc., of remote conferencing systems, which are in high demand now, as well as other video equipment including projectors or thin displays and audio equipment. We also respond to requests to arrange for board meetings, customer seminars and the like.

Creatives

Event planning and production

We handle a wide variety of events, not only at hotels but other venues as well. We do planning and production of MICE events (business Meetings, Incentive travel, Conventions & Exhibitions), corporate seminars, shareholders' meetings, press conferences, international conferences, etc.

Video planning and production

denON ENGINEERING can also plan and produce videos for use in events and promotions. We produce videos for a variety of purposes, from doing the scenario design, hiring of models and procurement of equipment, filming, recording of narration, music production, computer graphics and animation creation and to editing.

Space Effects

We do space effects with thought to how to present the event and how our customers want their guests to feel from it. For that, lighting and stage decoration are crucial elements. denON ENGINEERING can plan the effects that will move your guests.

Stage effects for wedding reception

denON ENGINEERING also has much experience in stage effects for wedding receptions as part of its resident staffing service at hotels. We use the latest technology to realize a memorable wedding reception for the bride and groom, their families and guests.

Support

Sound, light and video system maintenance

One of our strengths is that we can perform seamless maintenance after installing sound, light and video systems. Even in the unlikely event that a device breaks down, we promptly arrange replacement equipment, provide repairs, or so on.

Equipment inspection and maintenance

Inspection and maintenance of equipment is indispensable for customers to use sound, light and video equipment with peace of mind at all times. In addition to cleaning and other maintenance of systems and checking consumable supplies, we provide quick troubleshooting and resolution of any problems that might occur.

denON ENGINEERING's Commitment to Quality



We are promoting a Quality Management System (QMS) under a quality policy based on "providing the quality that clients and customers demand." We have set forth policies and goals regarding quality, and have established and are using various means to achieve the quality goals, such as a "quality manuals" and a "quality assurance system." In addition, we have obtained the "ISO 9001" certification for our systems business.

denON ENGINEERING Data Points *1

In charge of Japan's first hotel resident staffing business since

1971. *2

We build more than

600 systems

of sound, light and video in a year.

We handle over

20,000 events in a year.

We own more than

33,000 units of

6,000 types of equipment

for stage effects of events.

*1 Data for 2019. *2 For stage effects operations (based on internal records)



The National Art Center, Tokyo, where we provide rental hall management, event support and installation of illumination facilities

Our resident staff is always available to support the operation of the rental hall, manage the operation of various equipment such as projectors and microphones, and answer questions about their use on our clients' behalf. In addition to handling onsite duties, we are also responsible for improvement of equipment to provide solutions to issues that arise in the field and for proposing equipment that increases the value of the facility.

The National Art Center, Tokyo is a "museum without a collection" designed by Kisho Kurokawa. Because of the artistic value of the architecture, even if one wanted to change the lighting effects for events, etc., it was very difficult to improve the lighting without disrupting the museum's appearance. For example, elevated workbenches were used to install the lighting required for events. Therefore, the work took time and effort and it was difficult to verify how lighting would actually look when applied.

So, we proposed a smart light system that allows one to adjust the direction and color temperature at one's fingertips to enhance the attractiveness of the event spaces of the museum, while at the same time reducing the burden on the museum staff to realize "artistic creation."

Prior to installation, demo equipment was used to allow the clients to imagine what could actually be done, and detailed discussions were held to select the most appropriate models for the installation site and to decide where to install how many units. Since introduction of the system, it is no longer necessary to install lighting using elevated workbenches, and the lighting angle and color temperature can be fine-tuned at hand, which is highly appreciated by the museum staff for increasing their productivity and achieving the desired effects.

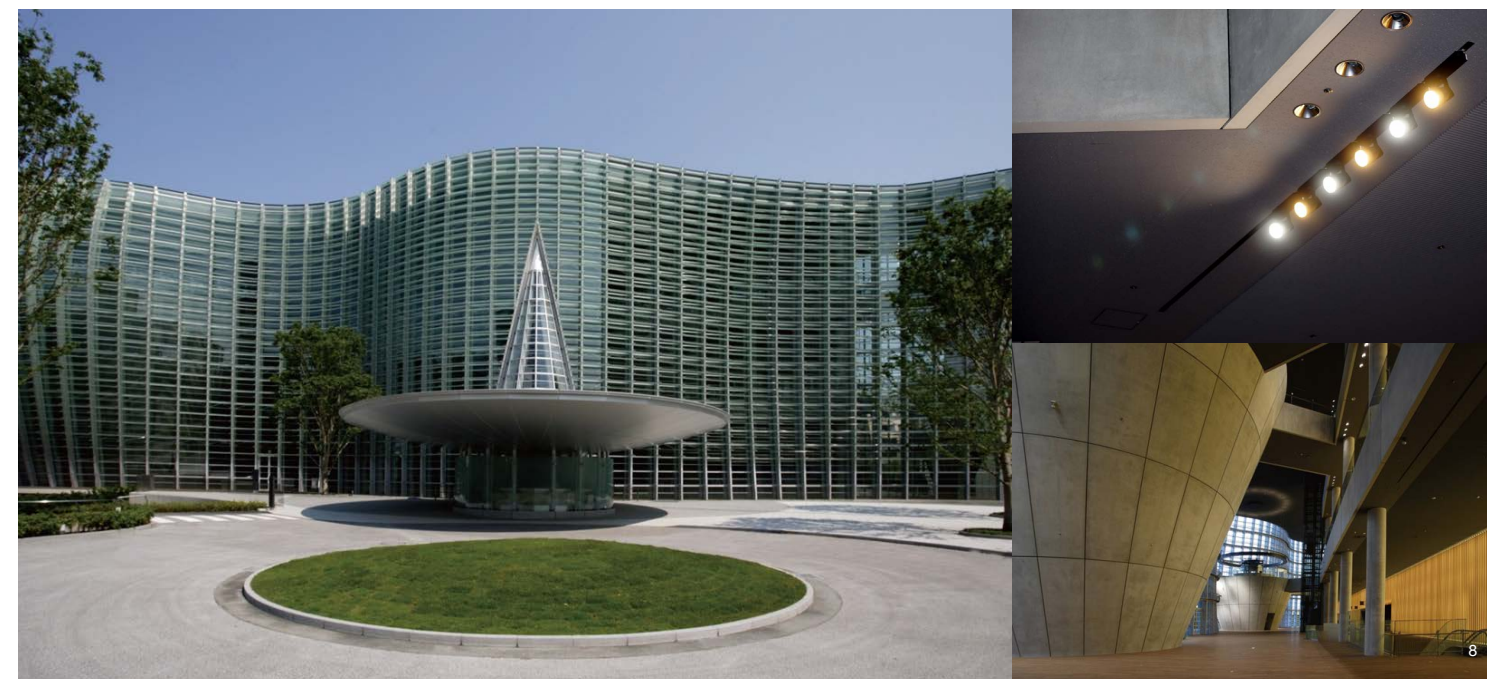
Imperial Hotel, which we have been doing business with since our inception

Since our establishment in 1971, we have opened an office inside the Imperial Hotel, where we support daily events held in banquet halls of all sizes while our resident staff does all sound, light, and video stage effects for events and wedding receptions.

We were also the first in Japan to introduce many innovations such as background music and follow spotlights, to wedding receptions. Recently, as a pioneer in the industry, we have constantly been proposing and taking up the challenge with new ideas to satisfy the guests who use the hotel banquet halls, for instance, by introducing temporary LED video walls as our own equipment.

Production work undertaken

- Planning and proposal of event productions
- Stage effects operations
- Set-up and dismantling of equipment for stage effects; routine inspection and management of equipment
- Development of stage effects; fact-finding on and introduction of the latest equipment
- Other general operations related to corporate banquets and wedding production





FLAT HACHINOHE, a multipurpose arena with sound and video facilities

In order to realize the concept of the multipurpose arena “FLAT HACHINOHE” as “an easy to use flat space with potential to fulfill any purpose,” we created an optimal sound and video system, taking into account various uses and users.

While listening to the client’s needs, we worked together with them at all stages from proposal of ideas to planning, design and construction as well as production of video content for various occasions. LED video walls for public viewing, projection mapping on the ice rink to make the entire venue spectacular, and touch panel controllers easily manipulated by non-expertised operators were introduced.

In addition, we constructed an acoustic space with an optimal arrangement of speakers for the arena structure of FLAT HACHINOHE and with digital systems, designed a backup system to avoid any interruptions of the video, and placed connecting boards with thought to the needs of various events,

realizing a system easy to operate for general use as well as professional sports events.

Installed facilities

- Center-hanging LED video walls
- Ribbon-shaped signage above the audience seats
- Outer wall LED video walls
- Wide space speaker system
- Large projectors
- Controller for centralized operations
- Video contents for productions

Universal Music LLC with LED video walls and boardroom facilities

Universal Music, with which many well-known artists are affiliated, demands top quality sound and video. We delivered facilities that met their requirements. While listening to the requests from those in charge, we also proposed various ideas. Finally, we carried out the planning, design and construction, as well as the operation panels design.

For instance, with regard to the board room, we installed two types of speakers, one suitable for video conferencing and the other suitable for listening to artist recordings. Also, as for the sound and video equipment of a space normally used as a cafe, a system with a touch screen was introduced so that the space could be easily switched over and integrated with the adjacent meeting rooms during events.

Installed facilities

- Large LED video walls
- Video systems for meetings
- Video systems for event rooms
- Touch panel operation systems
- Digital signage for the entrance
- Sound and video system for the board room





Photo: Kazuyoshi Miyoshi



The cruise ship “Nippon Maru,” of which we introduced sound and video facilities to its entertainment halls and cabins.

The cruise ship “Nippon Maru,” often referred to as a hotel on the sea, provided an opportunity to install sound and video equipment as facilities to enhance the sea voyage in the cabins and public spaces, including a hall where guests could enjoy full-fledged concerts and shows by top-notch entertainers.

So guests could enjoy the best of times on their ocean cruises. In order to meet the unique demands of the cruise ship, we introduced a variety of equipment for stage effects. For example, we built a system for live coverage from the kitchen with cameras that could be operated by the ship’s staff, so guests eating in the dining room could enjoy watching the cooks prepare the food. In addition, we designed the facilities with a priority on safety and security, taking into account the vibrations of the engine and the inability to ground equipment, as well as other issues unique to ships.

Installed facilities

- Video and audio systems for entertainment halls
- Video equipment for dining rooms
- A camera system for live coverage from the kitchen
- Video equipment for cabins
- Signage systems for public spaces

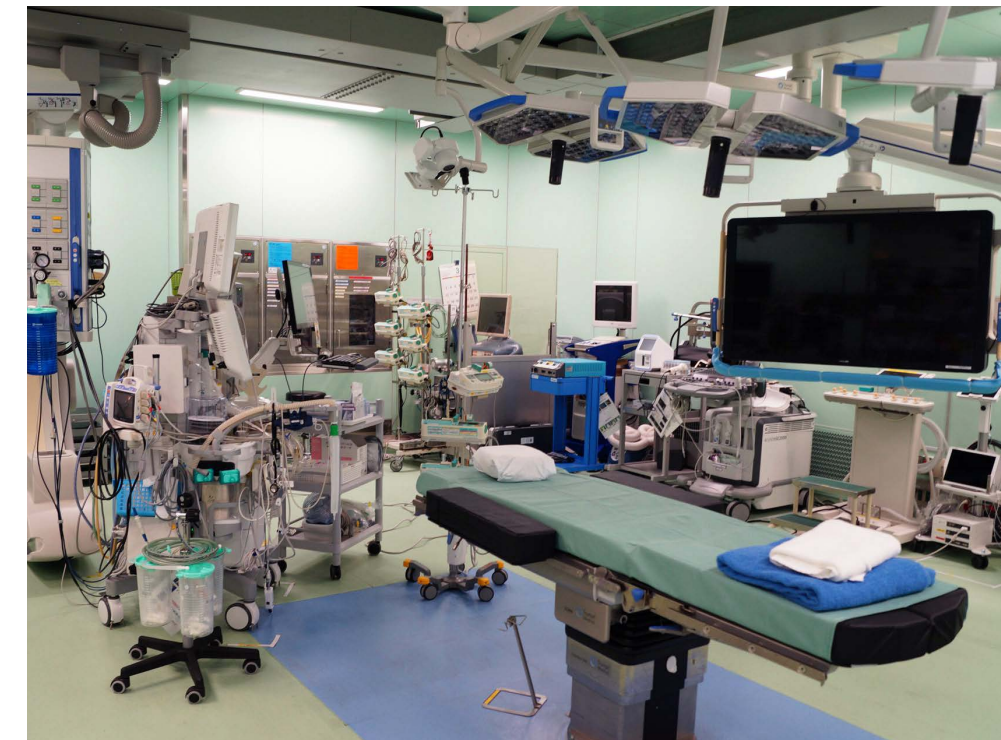
Tsukuba Memorial Hospital, a medical corporation that introduced an integrated display system for medical device images and surgical videos

Tsukuba Memorial Hospital newly established a hybrid operating room which combines the functions of an operating room usable for cardiac surgery, including heart-lung machines and other equipment previously in disparate locations, with the functions of an angiography room usable for catheterization of the heart and brain, in a single operating room.

The hybrid operating room requires the integrated management of the many images used in the angiography room in addition to the images and videos needed in the operating room. This requires a system that integrates and displays the images on a nearby display from medical devices in various locations according to the purpose of use, so we have introduced the ORTIS video integration system, which is very suitable for such applications.

ORTIS has a touch panel to easily select what to show on each of the multiple displays installed in the operating room. For example, we received compliments that displaying the echography image on the second display for the anesthesiologist improved convenience by eliminating the need to look back and check the equipment directly.

Another feature is that the video connectors are unified into a single shape in order to eliminate the hassle of connecting multiple connectors of different shapes, making installation easier and simpler when changing the operating room where the equipment is used, which is also praised.



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Capital: 20 million yen

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Construction Business (Electrical Contracting Business) License of the Minister of Land, Infrastructure, Transport and Tourism (Special-2) No. 23541
Secondhand Dealer License of Tokyo Metropolitan Public Safety Commission No. 301091806068



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List of major customers

IMPERIAL HOTEL, LTD. / Itoki Corporation / JR East Building Co.,Ltd. / KEIO PLAZA HOTEL CO.,LTD. / Miwa Electric Medical Co., Ltd.
Sony Business Solutions Corporation / CERULEAN TOWER TOKYU HOTEL CORPORATION / Mitsubishi Heavy Industries, Ltd.
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