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Product Responsibility

We will contribute to the development of society and live up to our customers' expectations by providing products that are high in quality, safe, and environmentally friendly through the manufacture of creative and efficient products.

Activity Policies

- Basic Quality Policy
- Quality Control Directive (QCD)

Organization & Management System

- Quality Control Committee

Relevant Priority Issues

- Ensuring Product Quality & Safety

Product Responsibility Initiatives

The Nikon Group provides products and services based upon the concepts of “Customer Focus” and “Quality First.”

Product Quality Control

Our Policy on Quality Control

The Nikon Group has established a Basic Quality Policy with the idea to contribute to the healthy development of society by supplying goods (products and services) that go beyond our customers' expectations. In order to carry through on this policy we have drawn up a Quality Control Directive (QCD), and for each business unit (including Group companies), we have created a Quality Manual (QM) based on the QCD.

Quality Management System

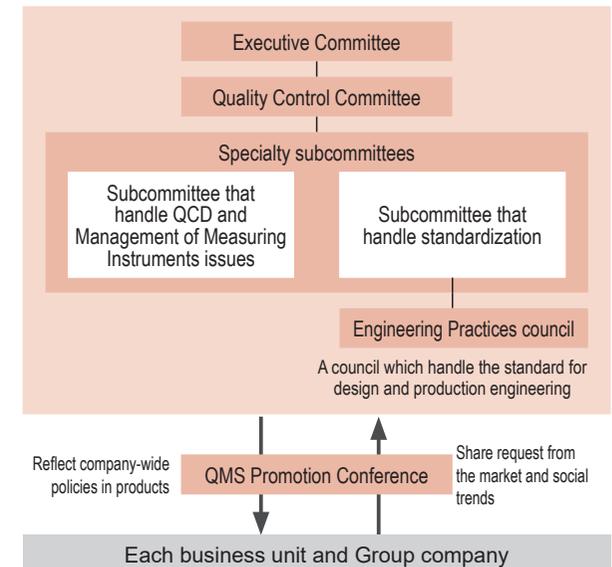
As an organization that deliberates and decides on important matters related to quality management of the entire group, such as amendments to the QCD, the Nikon Group has established a Quality Control Committee chaired by a quality control director with the general managers of each division and business unit, etc. as its committee members. Furthermore, we have two specialty subcommittees under its umbrella. Decisions made at the Quality Control Committee are shared at the QMS Promotion Conference which is held twice a year as a forum for exchanging information among all the business units. We are working to strengthen the Quality Management System by revising the QM of each business unit where necessary and following through on any decisions made at the Quality Control Committee.

Basic Quality Policy

Based on its corporate philosophy of “Trustworthiness and Creativity,” Nikon has established the following Basic Quality Policy. It aims to provide products that exceed the expectations of customers and contribute to the healthy development of society.

1. Through creative and efficient manufacturing, enhance brand value and provide high-quality distinctive products to the market in a timely manner.
2. Provide safe and environmentally friendly products to earn the trust of customers and society.

Image Diagram of Quality Management System



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[> Product Responsibility Initiatives](#)**■ ISO 9001 Certification**

Every business unit of the Nikon Group acquires ISO 9001* certification where necessary, and always strives to further improve on quality.

* ISO 9001

An international standard of quality management system established by the International Organization for Standardization (ISO). The ISO 9000 series is a quality management system for organizations to maintain and manage quality. ISO 9001 certification can be obtained from an officially recognized body.

■ Working with our Business Partners

Recognizing that cooperation with our business partners is essential, in order to promote efforts towards prioritizing on quality and based on their understanding of the Nikon Group's philosophy of "Quality First," we have entered into a quality assurance agreement with our partners working with us on supply and product development. Furthermore, we invite our business partners to participate in the Quality Month Lecture, held at the Nikon Head Office once a year, to help our partners deepen their understanding of the "Quality First" concept.

In the year ended March 31, 2017, a senior researcher at Honda R&D Co., Ltd. was invited to lecture on the theme of Commitment to Quality and Product Development. 89 Nikon Group (in Japan) directors and employees, and 41 business partners attended this successful lecture meeting.

■ Quality Training and Raising Awareness

The Nikon Group considers the acquisition of relevant knowledge and skills to be vital in quality management for all its employees and so we actively conduct in-house training and raising awareness programs with regards to quality. More specifically, the Quality Management Section of the Quality and Environmental Management Division regularly holds over 40 programs each year with approximately 600 employees participating. Speciality training related to their specific area of business is carried out in each business unit.

Quality Education Program for Employees

Program in Japan:

- Basic Quality Control Course: Basic QC Class, CS Class, PL Class
- Quality Improvement Activity Course: QC Leaders Class
- Technical Course: Quality Engineering Class

Worldwide Program:

- Quality Control Techniques Course: Training for Internal Quality Auditors

■ Implementation of Quality Control Audits

The Nikon Group conducts a QCD audit, which is a company-wide quality control audit based on the QCD, and investigates, confirms and evaluates the operational status of quality management throughout the entire group. These audits are overseen by the Chairman of the Quality Control Committee (the director in charge of quality) who promptly acts to implement measures to rectify and improve upon any improper situations should they arise, thereby maintaining and improving activities related to quality control. Additionally, important findings are reported to the Executive Committee and reflected in internal controls.

In the year ended March 31, 2017, audit check sheets were reviewed so as to acquire a more accurate understanding of the situation. These check sheets were then used to audit three Nikon departments and seven major Group companies.

In terms of our business partners, periodic self-checks take place and we carry out audits and suggestions for improvement based on the results of these checks, while surveys and audits based on a quality assurance survey table prior to any dealings are also conducted.

Ensuring Safety of Products and Services

The Nikon Group gives due consideration to the safety of products and services from the planning stage right through the entire life cycle of the product.

We are aiming for no serious product accidents relating to safety* for the year ending March 31, 2018.

* Serious product accidents related to safety: pursuant to the definition of serious product accident stipulated in the Consumer Product Safety Act

■ Views and Management Structure Regarding the Safety of Products and Services

When it comes to quality, the Nikon Group understands that safety is an essential component for products and services. "Ensuring safety" is clearly stated as a key feature of the Basic Quality Policy, and is also incorporated into the QCD and regulations for each business unit. In addition, we are obliged to conduct safety assessments for all of our products and services. In line with the established Safety Design Principles which are based on international standards etc., we are ensuring safety through design reviews and checks in the manufacturing process while carrying out safety designs to pin point and eliminate any potential risks and dangers. We also obtain safety accreditation from third party certification bodies where necessary.

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■ **Safety Training on Products and Services**

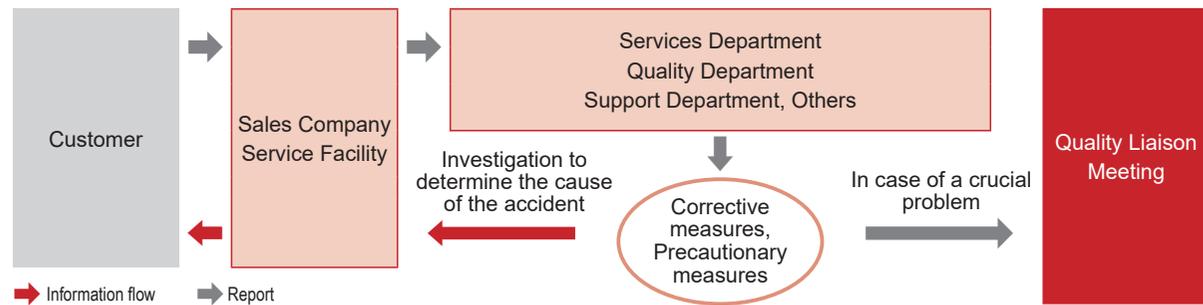
The Nikon Group conducts safety training programs (general and specialty) for employees to ensure the safety of products and services. The Quality Administration Section of the Environmental & Technical Administration Department is in charge of training, overseeing approx. 10 programs held regularly throughout the year, with specialized programs consisting of Safety Design Principles (General, EMC, Laser Radiation), Product Liability Law, and Electrical Appliance and Material Safety Law, etc.

In addition, each business unit also conducts training on safety rules and regulations, and encourages participation in external training on safety design technology.

■ **Procedure in Case of an Accident**

The Nikon Group carries out planning, design, manufacturing, quality assurance, sales, logistics, and services with sufficient consideration to product safety. However, in the unlikely event that a safety-related problem should occur, we would immediately collaborate with relevant departments to confirm the facts and promptly take necessary measures in line with the response procedure. We would then disclose all information to prevent any similar incident from happening again. With regards to the sharing of problems, including those on quality, with each production plant in the Nikon Group, and the development of measures to prevent recurrence of any problems, we are striving to further improve safety and quality and keep quality assurance managers at each factory up-to-date with detailed information at regular meetings.

Flowchart outlining response when accidents occur in imaging products business



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■ **Information for Using our Products Safely**

So that customers may use our products and services in a safe manner, the Nikon Group provides information on correct use, and information to help safeguard against accidents due to misuse or carelessness, through displaying information directly on the products themselves and in instruction manuals. Information which needs to be disclosed is stipulated in the Safety Design Principles, and its suitability is confirmed through product risk assessments and safety evaluations.

Additionally, certification marks are displayed properly in accord with the laws and regulations of each country or region where the product is on sale. For example, products with built-in wireless LAN show symbols which are specified by the radio laws of each country; and batteries, chargers, AC adapters, etc. all comply with national safety regulations.

In the year ended March 31, 2017, there were no violations of any laws or self-regulations with regards to displaying safety information.



Displayed on the Nikon FX Format Digital SLR Camera D5



Displayed on the Li-ion Rechargeable Battery EN-EL15

Column

Warning Concerning Accidents Caused by Counterfeit Batteries

Counterfeit items such as Li-ion rechargeable batteries for Nikon digital cameras, battery chargers, AC adapters, etc. are circulating in the marketplace. These counterfeit products are not fitted with any safety mechanisms or safeguards. These products not only compromise camera performance when used, but may also lead to excessive battery heat, leakage, explosion, and fire, etc. Furthermore, the camera may become damaged, and in worst case scenarios there is a danger customers may be burned or otherwise injured.

In order to prevent such accidents the Nikon Group provides warnings with regards to counterfeit products. Since 2007 we have been making it easy for consumers to distinguish between counterfeit goods and genuine products through our website, and we are continually working hard to create an environment where customers can use our products safely and without incident.



An example showing a genuine Li-ion Rechargeable Battery EN-EL12 (left) and counterfeit (right)

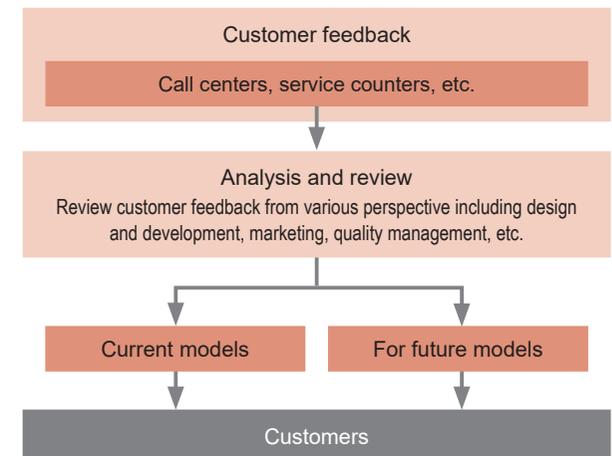
Customer Satisfaction

The Nikon Group strives to improve customer satisfaction and trust by providing products and services that are of the highest quality and safety, and which are beneficial to society.

■ **Product Development Utilizing Customer Feedback in the Imaging Products Business**

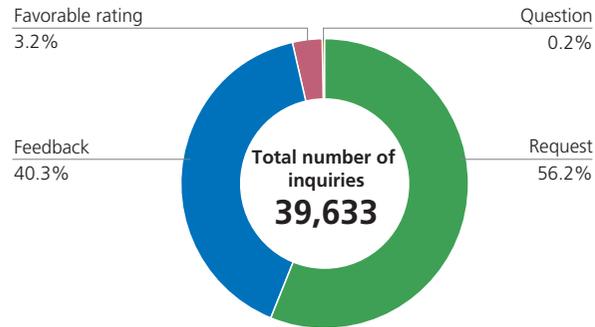
At the Nikon Imaging Products Business, feedback is received from general and professional users worldwide through call centers and service counters. After analyzing this feedback, the product development and design department, the marketing department, and the quality assurance department, etc. examine these opinions from different perspectives with the results reflected in better products and services. In this way we are working to provide more satisfaction for our customers.

Customer feedback flowchart (Imaging Products Business)



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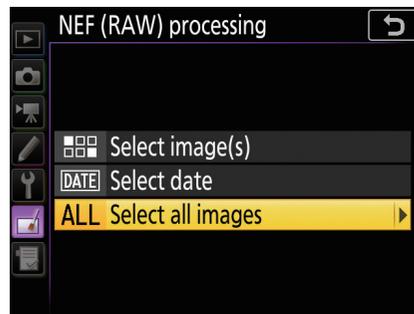
Breakdown of Call Center Inquiries (Japan / Year Ended March 31, 2017)



How Customer Feedback is Utilized in the Imaging Products Business

A request for in-camera RAW processing

Since it is extremely difficult to process RAW images in the camera one by one on the same setting, we had a request from a customer saying they wanted to be able to process multiple RAW images under the same setting. Nikon therefore made it possible to develop multiple images collectively in the Nikon Digital SLR Camera D7500 in APS-C format with built in RAW processing, released in June 2017.



RAW processing screen shot

Initiatives to Improve Services in the Imaging Products Business

Always conscious of maximizing customer satisfaction, the Imaging Products Business is promoting a range of initiatives to provide customers with an even higher level of service.

For example, we have set up repair centers and direct touch points (service counters) all over the world so that more customers feel 'in touch' with our products. As of the end of March 2017, we have completed more than 300 of these facilities in 70 countries and regions around the world.

Furthermore, in order to improve our level of service, we hold service center meetings where service managers converge from various places around the world each year. Success stories are shared and problems are overcome at these meetings where managers set global common goals, check progress, and exchange all the latest information. We are also working to develop human resources so that we can provide a higher level of service in every country and region. Training staff are dispatched from Japan to other countries and from overseas to Japan, in order to conduct training seminars for service staff all over the world. In addition to this, we are implementing an e-learning program to learn about necessary basic knowledge such as optics and lenses, with service staff and distributors from each country in attendance.

As a new initiative since November 2016, we have been providing Service Packs (at a fee) where customers can bring in their cameras to the Nikon Plazas in Shinjuku, Ginza, Nagoya, Osaka, and Sendai* for checking and cleaning of the camera and lenses, etc. Since we began offering this service it has been utilized approx. 16,000 times up until the end of March 2017, making it a very popular initiative of ours.

* Nikon Plaza Sendai ceased this service on March 31, 2017.



Service center meeting

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Universal Design Initiatives

The Nikon Group has reflected the concept of Universal Design (UD) into its product manufacturing so that people of all ages and abilities are able to use its products. The design department of the Imaging Products Business has been making great efforts to further its knowledge through such initiatives as inviting experts in the field of human engineering to give in-house workshops as well as dispatching employees to HCD-Net*. Additionally, the department has accumulated a great deal of know-how from customer needs analysis and usability tests, plus guidelines have been created within the department to standardize design rules.

* HCD-Net (a nonprofit organization for the advocacy and promotion of Human-Centered Design) is an organization aimed at enlightening and disseminating the concept of Human Centered Design (HCD)

Examples of Products Harnessing Universal Design

Case 1: Making it easy for anyone to see

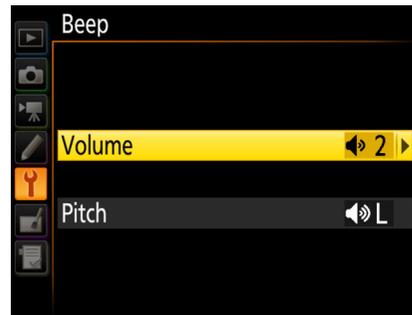
A color perception simulation was carried out as an integral check for the design of digital camera screens. In order to ascertain easily identifiable colors which everyone can see, we evaluate the coloration of the camera screen by using goggles that show us how different people perceive various colors.



Using goggles in the color perception simulation

Case 2: Making it easy for anyone to hear

Frequencies which can be easily heard change depending on age. The Digital SLR Cameras D800 and D5500, etc. make it possible to adjust the pitch (frequencies) from the camera screen menu.



Screen shot showing how the volume and pitch can be changed