

## Commercial Security Services

Drawing on our advanced technologies and our wealth of expertise, we continue to actively promote the development of innovative security systems.





SECOM control center

### Changing the game: Our newly developed next-generation on-line security system

Traditionally, security systems have been seen as systems that are installed in places requiring protection and that need to be turned on and off at designated times or as needed. In the case of a company, such systems are generally turned off during operating hours, while in a house they are turned off when occupants are at home.

However, recent years have seen an increase in break-ins even when people are on the premises, sparking greater demand for security systems that are continuously in operation. In response, we recently developed a next-generation on-line security system that essentially redefines the purpose of security systems by eliminating the need for turning

on and off and remaining on full alert around the clock.

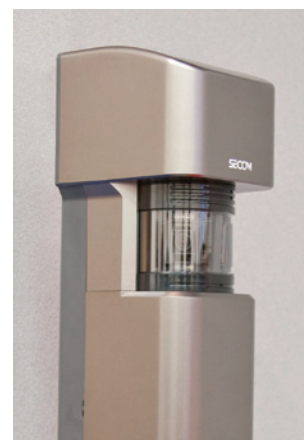
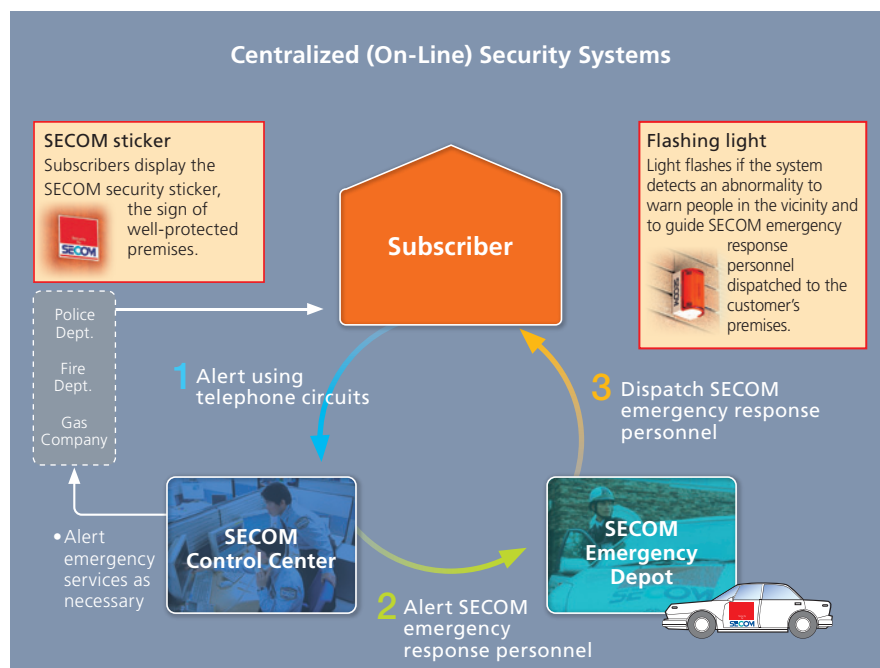
In addition to image recognition technologies developed for SECOM AX, a next-generation on-line security system leverages sensing technologies employed in Laser Sensor, an external monitoring system that uses lasers and automatically resets the monitoring range when necessary, and authentication technologies used in the SECOM Active IC Tag System, an access control system. The system, which emphasizes external monitoring, also benefits from our operational expertise in the area of remote monitoring for on-line security systems.

The system involves installing an external image sensor—an integrated unit featuring a camera and a sensor—outside the subscriber's place of business or home. Individuals with

authority to enter—employees or family members, for example—carry IC tags for authentication when they come and go. The external image sensor provides around-the-clock monitoring to detect unauthorized entry. When an individual carrying an IC tag enters, the system reads the data from the tag and authorizes entry. Conversely, when someone without an IC tag attempts to enter, the system assumes an intrusion and immediately alerts a SECOM control center, transmitting an emergency signal and images taken by the external sensor. The system thus provides security around-the-clock, regardless of whether anyone is on the premises, a marked departure from conventional on-line security systems, which are turned on and off as needed and only provide security when they are on.



## Commercial Security Services



SECOM's next-generation on-line security system operates around the clock.

Our next-generation on-line security system is particularly appropriate for premises where access is limited to some degree, including warehouses, factories, research facilities, dams, electric power generating facilities, social welfare-related facilities and detached houses. Looking ahead, we are confident that this system will help redefine the purpose of security systems.

### Debut of next-generation surveillance camera system with remote image storage function

Conventional surveillance camera systems require the installation of surveillance cameras and a hard disc drive to store images taken of the subscriber's shop, office or other commercial premises. The growing popularity of surveillance camera systems has also brought an increase in issues, such as recording failures—a result of subscribers

forgetting to turn systems on or setting them incorrectly—and frustration with the need to regularly replace hard disc drive parts that wear out. In response, we developed a next-generation surveillance camera system that stores camera images at a Secure Data Center, eliminating the need for subscribers to have their own image storage equipment. Additionally, this system improves safety by alleviating concerns over theft or illicit manipulation of image storage devices. With no hard disc drive needed, the system is a space saver. Customers may also opt to install a hard disc drive, facilitating real-time access using a smartphone or computer whenever and from wherever the subscriber is. This format thus greatly enhances security, peace of mind and convenience for subscribers who own or manage several premises.

Our next-generation surveillance camera system is a uniquely SECOM

system that makes use of our proprietary advanced security network, and capitalizes on our extensive expertise in on-line security systems and information security. We will continue working to respond to expanding demand for surveillance camera systems by keeping abreast of evolving needs and infrastructure changes.

### Stereoscopic Walkthrough Face Recognition System developed

In recent years, the leakage of personal information has become an increasingly widespread problem, spurring needs for effective biometric control systems. Since launching SESAMO ID, Japan's first fingerprint-based access control system, we have devoted considerable effort to research in biometric control systems based on facial recognition. To date, drawbacks with facial recognition systems have included the fact that

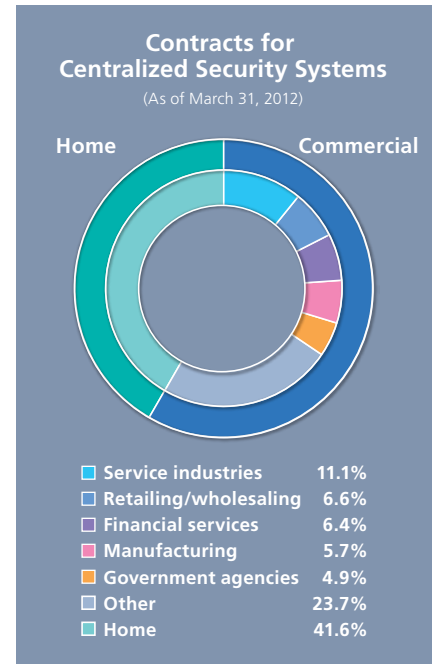


SECOM's Walkthrough Face Recognition System incorporates advanced technologies.

individuals must stand still or directly face a dedicated camera. Responding to perceived need, the Intelligent Systems Laboratory has pushed for the development of facial recognition systems that use surveillance cameras to control access, enabling individuals to proceed in a normal fashion, rather than having to follow specific procedures. In the period under review, these efforts yielded the Walkthrough Face Recognition System, which incorporates image processing technologies that build on those employed in such offerings as SESAMO ID, SECOM AX and SECURIFACE, a residential intercom system with a face detection function.

The Walkthrough Face Recognition System works by automatically constructing a 3D image of each registered individual from a single photograph of his or her face, enabling it to easily accommodate natural variations in

features and posture—something not possible with existing facial recognition systems—and authenticate people as they walk past. The Walkthrough Face Recognition System can process approximately 60 individuals per minute, allowing it to function effectively during high-traffic periods, such as the beginning and the end of the workday. Easy hands-free operation means the system is suitable for access control and crime prevention applications. Going forward, we will continue working to develop and commercialize highly reliable, easy-to-use systems that respond to increasingly diverse and sophisticated security needs.



## Home Security Services

**To provide greater security, peace of mind and convenience for homeowners and renters, we continue to offer a variety of residential security services and systems, centering on the growing SECOM Home Security system.**



### Redefining home security: The newly launched SECOM Home Security G-Custom

Since first introducing our residential home security system in 1981, we have expanded and modernized the system's capabilities in response to evolving social imperatives and lifestyles, as well as to changing patterns of criminal activity.

SECOM Home Security comprises sensors and other security equipment, which are installed in and around subscribers' homes, providing around-the-clock monitoring for intruders, fires and gas leaks and sending out alerts and emergency signals when required. In the event an irregularity is detected, the system alerts a SECOM control center, where staff respond by assessing the situation, dispatching emergency response personnel and if necessary

notifying the police and/or the fire department.

With the aim of not only providing security and peace of mind for homeowners, but also enhancing convenience, we recently launched SECOM Home Security G-Custom, an advanced system that draws on lessons taken from the Great East Japan Earthquake, including the necessity of safe storage for important data. SECOM Home Security G-Custom combines features of SECOM Home Security with, for example, a storage service that enables subscribers to entrust key data—such as family photographs and contact information for family members and relatives, as well as photographs of health insurance cards, drivers' licenses and information on prescription medications taken using the camera built into

the system's home controller—to us for storage at a Secure Data Center. Other services include My Page, a customized information page that displays information from selected collaborating companies on services available to subscribers, on the system's home controller; a data sharing service that enables subscribers to share photographs and messages among SECOM Home Security G-Custom subscribers; a memo service whereby short memos can be recorded and displayed on the home controller and confirmed via e-mail to registered mail addresses; and an ALL SECOM function, which enables subscribers to sign up for a variety of other SECOM services using the home controller.

We will continue working to advance the adoption of SECOM Home Security





SECOM Home Security G-Custom's touch screen ensures easy operation.



SECOM Remote Monitoring for Seniors

G-Custom among existing and potential home security system subscribers. In doing so, we will strive to deliver high-grade services and provide greater security, peace of mind and convenience for homeowners.

#### **New SECOM Remote Monitoring for Seniors combines security, life-style support and medical services**

This service is the outcome of a request from a Japanese trading company for a system that would help relieve the concerns employees posted overseas have about the everyday needs and health of elderly parents left behind in Japan. In response, the ALL SECOM Promotion Department bundled security services, SECOM Home Service and medical services to create SECOM Remote Monitoring for Seniors, a

convenient package of services designed to help protect the wellbeing of seniors.

Security services provided as part of SECOM Remote Monitoring for Seniors center on emergency alert services. Lifestyle support services include assistance with basic housework, provided by SECOM Home Service staff. Medical services include regular checks by staff of a SECOM nurse center, who call the family members regularly and report back to the subscriber. By providing helpful support to elderly family members who may live alone or require nursing care, this system ensures peace of mind for individuals receiving support, as well as for subscribers. SECOM Remote Monitoring for Seniors has attracted a diverse range of subscribers, including companies that have significant numbers of employees posted

overseas or otherwise living far away from elderly parents.

Owing to the rapid aging of Japan's population and the growth of the nuclear family, we expect to see greater demand for such services in the years ahead. Accordingly, we will continue to expand efforts to market SECOM Remote Monitoring for Seniors.

#### **Responding to demand for security services for multifamily dwellings**

Until recently, very few multifamily dwellings in Japan, including rental apartments, had security systems. However, with the number of seniors living alone on the rise, the need for home security systems for multifamily dwellings to help prevent crimes and fires is growing. With this in mind, we launched SECOM AS, a home security

## Home Security Services



SECOM AS, a home security system designed especially for small-scale multifamily dwellings



Subscribers to SECOM Home Security can seek the advice of SECOM home nurses on health-related matters.



SECOM emergency response personnel are dispatched promptly in the event of an irregularity.

system developed for small-scale (30 units or less) multifamily dwellings that helps provide peace of mind for occupants. Security by SECOM is a distinction that also offers significant benefits to building owners, enhancing appeal to potential renters, a factor that helped to drive up subscriptions to SECOM AS.

Recently, we expanded our lineup for the rental housing market by introducing SECOM Security R, a security system developed especially for rental complexes built by major Japanese housing developers. Being able to advertise units fitted with SECOM Security R has helped such companies attract single women and other potential renters for whom security systems are a particularly important consideration. With demand

for security systems for multifamily dwellings continuing to grow, we are taking steps to reinforce our marketing capabilities in this important market.

**We are actively promoting both the SECOM AED Package Service and the SECOM On-Line AED Management Service. COCO-SECOM continues to find new and more diverse applications.**



SECOM AED Package Service



COCO-SECOM

### SECOM AED Package Service: Helping to save lives

We currently offer SECOM AED Package Service, a full-service AED rental package. The rental format means that we are responsible for providing batteries and other expendables and servicing or replacing in the event of malfunction or theft, thereby ensuring AEDs are always in operating order.

However, with the installation of AEDs expanding in Japan, there has been a rise in the incidence of devices failing at a critical moment as a result of maintenance lapses. In 2009, the Ministry of Health, Labour and Welfare issued a notice regarding the implementation of appropriate management and maintenance of AEDs to prefectural authorities across the country, as a result of which responsibility for daily inspections and the replacement of depleted or expired expendables became the responsibility of the facility where the device is installed. In response, we launched SECOM

On-Line AED Management Service, which encompasses around-the-clock maintenance. We actively continue to market this and other AED services with the aim of helping to save more lives.

### Expanding marketing of COCO-SECOM to individual subscribers

The COCO-SECOM mobile security system, originally launched in 2001, uses signals from Global Positioning System (GPS) satellites and cellular phone base stations to pinpoint the location of portable transmitter devices with superb precision. Simply by pushing the alert button on the device, a user can notify the COCO-SECOM operations center, which is on call around the clock and if requested will dispatch emergency response personnel.

Developed initially as a way to foil child abductions, locate seniors who have wandered off and avert the theft of cars and motorcycles, COCO-SECOM

is now attracting attention for a broader range of applications, including preventing the theft of handbags and construction equipment, and the removal of automated teller machines (ATMs) and safes, as well as managing taxi and bus fleets.

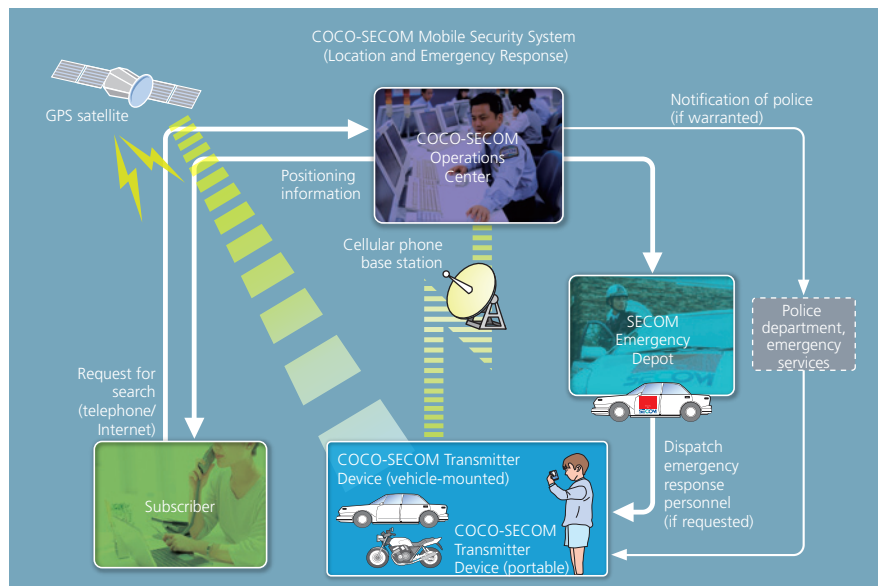
We also offer *mamorino* cellular phones for preschool- and primary school-age children, which come with COCO-SECOM as a standard feature and are mounted with a security alarm that the child can sound if he or she feels threatened.

Newer model *mamorino 2* comes with expanded performance features, including a security alarm that remains on, even when the phone is off, and a function that enables parents and guardians to keep an eye on their child's movements.

Looking ahead, we will step up efforts to adapt COCO-SECOM to the needs of an increasingly diverse customer base.



mamorino 2





## Overseas Security Services



### Rising demand for security services overseas

Our overseas operations—which encompass security services, as well as fire protection services and geographic information services—currently span 19 countries and territories. In the security services business, our first inroads into overseas markets were in 1978, when we began operating in Taiwan. Since then, we have established security services operations in the ROK, the PRC, Thailand, Malaysia, Singapore, Indonesia, Vietnam, the United Kingdom, Australia and New Zealand.

The distinguishing feature of our overseas security services is that we offer SECOM-style on-line security systems, including emergency response services, customized to reflect local needs and sensibilities. European and U.S. security services companies generally specialize in one area, i.e., sales, installation or

monitoring. Our approach differs significantly in that it is all-inclusive, enabling us to better provide customers with security and peace of mind. This approach continues to be evaluated highly by local customers, underscoring steady growth in demand.

### Secom plc begins providing services for two leading U.K. banks

The third-largest security services firm in the United Kingdom, Secom plc offers SECOM-style services for commercial and public sector facilities, as well as for homes. In April 2011, the company won a contract to provide security services for one of the U.K.'s four largest banks, while in June 2011 it acquired another U.K. security services firm, as a result of which it now also provides security services for most branches of another of the country's four largest banks that is a customer of the acquired company.

These achievements are testament to the high marks given SECOM-style security services by big banks, which have notoriously stringent standards. Having reinforced its ability to provide security services for financial institutions through the aforementioned acquisition, Secom plc expects this business to continue to grow in the years ahead.

### Responding to increasingly diverse subscriber needs in the PRC

Recognizing tremendous market potential in the PRC, we began offering services there in 1992. Initially, we offered on-line security systems in cities in the PRC's high-growth coastal areas. In the years since, we have broadened our focus to include inland cities. Today, our network, which encompasses 18 cities—Beijing, Tianjin, Dalian, Shenyang, Qingdao, Shanghai, Suzhou, Wuxi, Kunshan, Hangzhou, Ningbo, Fuzhou,



Control center (Secom plc, United Kingdom)

Xiamen, Shenzhen, Guangzhou, Dongguan, Chengdu, and Xi'an—is one of the largest among private-sector security services providers in the country.

In the PRC, heightened awareness of the need for effective security systems continues to spur demand for high-grade services. In this environment, recognition of the intrinsic value of SECOM-style on-line security systems is rising. In recent years, we established an equipment manufacturing base in Shanghai, thereby positioning ourselves better to accommodate customer expectations by offering equipment suited to local market needs. Going forward, we will continue to refine our service organization in the PRC with the aim of enhancing both our responsiveness to the increasingly diverse needs of local subscribers and our ability to provide high-grade services, and of achieving further growth.

### Posting solid results in key overseas markets

In Taiwan, where we have been operating since 1978, joint venture Taiwan Secom Co., Ltd., enjoys the leading share of the local security services market and is listed on the Taiwan Stock Exchange. Like SECOM in Japan, Taiwan Secom offers a lineup of services ranging from

home security services to comprehensive security services for large-scale commercial facilities, which continue to support steady growth in the company's subscriber base.

In the ROK, joint venture S1 Corporation is that country's leading security services provider in terms of market share and is listed on the Korea Exchange. So well recognized are SECOM-style security services in the ROK that local parlance for the act of subscribing to security services is "to secom." Thanks to its solid performance record and the power of the SECOM brand, S1's subscriber base continues to expand.

Our presence in Southeast Asia began in Thailand, where we have been operating since 1987. In the years since, subsidiary Thaisecom Pitakkij Co., Ltd., has grown in tandem with the Thai economy. In Malaysia, we are growing our business by supplying on-line security systems, as well as customized security systems combining static guard services and security



Control center (Beijing Jingdun Secom Electronic Security Co., Ltd.)

equipment. In Singapore, we have achieved growth by focusing on on-line security systems, static guard services and fire protection services. As the leading provider of security services in Indonesia, we continue to be the first choice of major local and foreign financial institutions, despite intensifying competition, which has accompanied economic growth. In Vietnam, economic development is expected to bring broad acceptance of the idea of security services.

In Australia, we have earned positive reviews from a broad range of subscribers, including major corporations and government agencies, since securing a contract to provide static guard and security patrol services for a building owned by an asset management firm affiliated with one of that country's four leading banks. In New Zealand, we are striving to cultivate new demand by offering packages combining SECOM-style on-line security systems with maintenance and inspection and static guard services.



## Fire Protection Services

**We continue to offer high-grade fire protection systems by capitalizing on our capabilities as an integrated services provider.**



Water spray system installed in road tunnel

### Providing comprehensive fire protection systems worldwide

Subsidiary Nohmi Bosai is a leading name in automatic fire alarms, fire extinguishing equipment and other fire protection systems for a wide range of applications, including office buildings, tunnels, plants, cultural properties, ships and homes. In particular, the company enjoys a high share of the market for such systems for tunnels, plants and ships. An integrated services provider, Nohmi Bosai takes responsibility for R&D, assembly, planning, installation and maintenance, an approach that has ensured its ability to provide high-grade systems and earned it the trust of customers nationwide.

Nohmi Bosai has leveraged its technological prowess and wealth of expertise to develop and launch offerings that respond to evolving needs. These include PROTECVIEW, a fire detection and alarm system that monitors for early signs of fire, thereby minimizing damage; Group Home Sprinkler System, a dry-pipe fire extinguishing system designed for designated social welfare facilities; and Dry Mist, which uses sprinkler technology to reduce ambient temperature.

The deterioration of older office buildings has stimulated replacement demand for fire alarm systems and other fire protection equipment. In response, Nohmi Bosai is drawing on its solid record in this field and on the solid trust of its customers to expand orders for systems to be installed in buildings undergoing renovation.

Nohmi Bosai also provides fire protection systems that protect lives and property from fires and other disasters in markets around the world. In the PRC, the company has established a production and sales organization that has enabled it to supply fire protection systems for key commercial facilities in Shanghai and Beijing, while in Southeast Asia it has supplied systems to major airports, helping it to establish a solid service record. In India, which continues to see remarkable economic growth, Nohmi Bosai has filled orders for comprehensive fire protection systems for the city of Delhi's subway system and for Hyderabad Airport in the south of the country.

In April 2012, we acquired LIXIL NITTAN, a leading fire protection services provider, which was subsequently



Testing of fire extinguishing system

renamed Nittan. The addition of this company, which engages in the construction of comprehensive fire protection systems, equipment sales and inspection services, to the Group has positioned us to offer systems that leverage the strengths of both Nohmi Bosai and Nittan, as well as to develop next-generation systems to mitigate the impact of major disasters.

### Contributing to the expansion of Japan's transportation infrastructure

Nohmi Bosai installed a fire protection system in the new Kanmon Tunnel, an undersea tunnel linking the main island of Honshu with the island of Kyushu that opened in 1958. This was the first time for a tunnel in Japan to be equipped with a fire protection system. Since then, the company has provided fire protection systems for a wide variety of tunnels, enabling it to secure a leading share of this market. Road tunnels for which Nohmi Bosai has supplied fire protection systems include the extra long Enasan and Shin Kobe tunnels, the Yamate Tunnel on the Shuto Expressway's Chuo Circular Route and several tunnels on the Shin-Tomei Expressway. Rail tunnels equipped with such advanced fire protection systems include the Seikan Tunnel and the Hokuriku Tunnel.



By offering extensive services in this field, notably our Home Medical Services, as well as support for hospitals, we are giving new form to our ideal of providing security and peace of mind.



SECOM Pharmacy's clean room



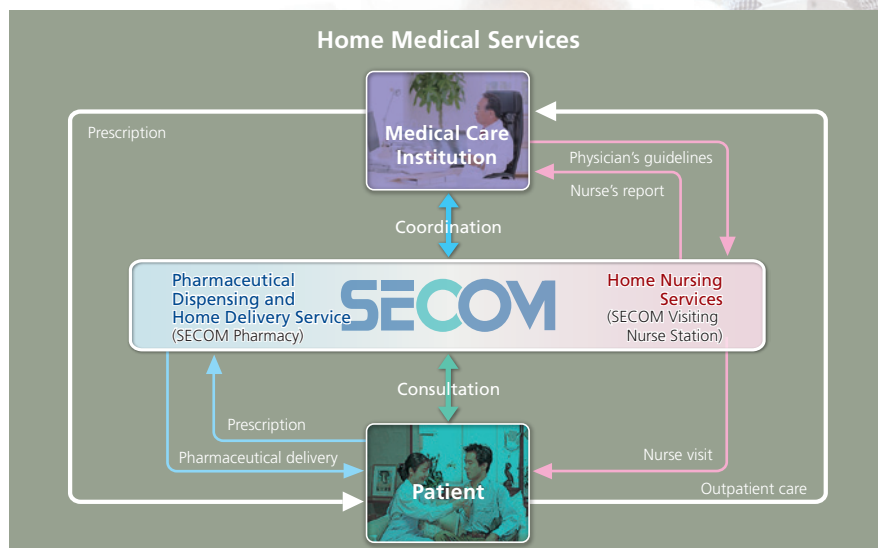
Artist's impression of Golden Sunshine, a new residence for seniors scheduled for construction in Shanghai

### Strengthening Home Medical Services in response to growing needs

Our decision to diversify into medical services reflects our belief that protecting the health and lives of people is a natural extension of our commitment to providing security and peace of mind. The core of this business is Home Medical Services.

A mainstay of our Home Medical Services is home nursing services, which we began providing in 1991. These services involve regular visits by nurses to patients in their homes to provide expert nursing services and treatment as directed by the patient's physician. The success of these services is attributable to a number of factors, including our rigorous proprietary training program.

The rapid aging of Japan's population is driving greater need for home medical services. Accordingly, we are taking steps to reinforce our home nursing services, including establishing our 31st visiting nurse station, in the city of Sendai, in Miyagi Prefecture.



Home Medical Services also include pharmaceutical dispensing services, which encompass filling of prescriptions and delivery to the patient's home.

### Contributing to better community medical care

We currently provide support for 18 associated hospitals across Japan.

In Suginami-ku, Tokyo, we recently established SECOM Home Health Care Center Kugayama, a facility providing comprehensive services combining conventional home nursing with home personal care. This move was undertaken as part of our efforts to prepare for changes to Japan's nursing care insurance system scheduled for fiscal 2012 that will usher in the establishment of a comprehensive around-the-clock care system.

To provide home medical services that take into account the patient's perspective, the SECOM Community Medical Liaison Center in Toyonaka, Osaka, offers a highly rated service whereby patients can test run Home

Medical Services, together with their families, while still in hospital.

### Seniors' residence in Shanghai

Since 1996, we have established a network of residences for seniors, including Sacravita Seijo in Tokyo and the SECOMFORT series.

Having formulated a plan to leverage our accumulated expertise in the operation of seniors' residences in Japan to establish similar facilities in overseas markets, we resolved to pursue a joint venture with a local firm in the PRC, through which we will build and open Golden Sunshine, slated to be one of the most luxurious such facilities in Shanghai. Demographic change in the PRC has led to a particularly sharp increase in the number of seniors living in Shanghai. Beginning with Golden Sunshine, scheduled to open in 2015, and the establishment of a hospital management company in India, we will capitalize on know-how accumulated in Japan to offer medical services in overseas markets.

## Insurance Services

### Sales of our distinctive non-life insurance policies are expanding favorably.



Head office of Secom General Insurance Co., Ltd.

#### Sales of SECOM Anshin My Home are on the rise

Our diversification into the non-life insurance business came about as a result of our conviction that augmenting our security services, which provide prior protection, with insurance, which looks after people in the event of misfortune, is a positive way to reinforce security and peace of mind.

We have developed an extensive lineup of distinctive non-life insurance policies that capitalize on the strengths of the SECOM Group. Our highly rated offerings include the Security Discount Fire Policy, for commercial customers, and SECOM *Anshin My Home*, for residential customers. Both offer a discount on regular premiums to subscribers who have installed on-line security systems, reflecting the risk mitigating nature of such systems.

In January 2011, we began offering a revised, more competitive version of SECOM *Anshin My Home* with expanded content that enables customers to choose from among various options. The policy



SECOM Anshin My Home support center

also offers discounts for houses with exclusively electrical—i.e., no gas—appliances or improved fire resistance. In the months since, contract volumes for both of these policies have increased. We also continue to benefit from considerable synergies between our insurance and security services businesses, and the decision to purchase insurance increasingly encourages customers to sign up for security services.

#### Subscriptions for MEDCOM unrestricted cancer treatment insurance continue to expand

MEDCOM, an unrestricted cancer treatment policy, provides full coverage for hospitalization and medical treatment costs, both those covered under Japan's National Health Insurance (NHI) scheme and those not, for which the patient bears the full cost. MEDCOM subscribers are thus able to take advantage of advanced treatments without having to worry about costs. MEDCOM also offers a referral service to hospitals with well-established reputations in the treatment of cancer.

In light of the rising prevalence of cancer treatment administered on an outpatient basis, in April 2009 we enhanced coverage under MEDCOM to include outpatient treatment, with no restrictions on the number of days required for such treatment and coverage up to ¥10 million per five-year period.



SECOM Anshin My Car

Despite 10 years having passed since its launch, MEDCOM continues to enjoy solid support for making it possible for patients to access the best treatments available, whether covered by NHI or otherwise, for permitting both inpatient and outpatient treatment and for placing no limits on the number of days of treatment. Persevering with efforts to fulfill our mission of providing insurance that truly benefits policyholders, we will continue striving to make this policy available to more people.

#### Enhancing our unique SECOM Anshin My Car automotive insurance policy

SECOM *Anshin My Car* is a distinctive policy that includes, among others, around-the-clock access to on-site support by SECOM emergency response personnel in the event of an accident. In certain circumstances, applications for this policy, as well as others—with the exception of the Security Discount Fire Policy—can now be submitted via a designated website, further enhancing the choices available to customers. Improved convenience is expected to yield an increase in policies in force. Going forward, we will step up efforts to market this policy by highlighting the distinctive benefits of insuring with SECOM.

**Capitalizing on our geospatial information capabilities, we are striving to contribute to the development of social systems that enhance security and peace of mind.**



Hokkaido Ground Station

### Growth remains firm in services for both the public and private sector

Subsidiary Pasco Corporation collects geographic data based on primary aerial photography, which it integrates and analyzes to provide geospatial information services. Since 2008, Pasco has provided image data offered by the operator of TerraSAR-X, a German commercial satellite that delivers images with outstanding resolution. While services for the public sector continue to account for the bulk of its sales, Pasco is also focusing on services for private sector and for overseas customers, satellite monitoring services and other promising areas.

In the public sector, Pasco is working to further evolve its measuring technologies and has recently deployed a mobile mapping system (MMS), which uses devices mounted on vehicles to facilitate swift, low-cost high-precision measurement of roads and surroundings.

In the private sector, Pasco maximizes its technological expertise, accumulated in the provision of services for the public sector, to assist customers in creating shop development plans and retail strategies; selecting optimal transport routes; formulating systems for ensuring business continuity in the event of a major disaster; managing rail, road and electric power facilities; and

preparing maps for automotive navigation systems.

### Services for overseas customers show robust growth

Pasco is working assiduously to expand its services to overseas customers and has established operating bases in 18 countries outside Japan. Services for overseas customers center on the preparation of basic topographical survey data essential for the construction of a nation's infrastructure. Pasco's strength is its ability to provide comprehensive services, from the shooting of images to the processing, analysis and provision of data. The company is building on that strength to assist efforts aimed at advancing economic development, including the preparation of mapping data for national land development in Indonesia and the Philippines, and is also participating in a project to survey forests in Africa, part of a global effort to counter the impact of global warming.

### Satellite monitoring services expand

In the wake of the Great East Japan Earthquake, Pasco analyzed image data from TerraSAR-X to create mapping data to help pinpoint areas devastated by the disaster, thereby demonstrating the



Integrated Mobile Ground Station (1/12 scale model)

value of commercial satellites and the importance of obtaining topographical information for affected areas as swiftly as possible. Pasco has reinforced its service capabilities by increasing the number of commercial satellites for which it has rights to sell images from 15 to 17. Pasco has also secured rights to send requests directly to the Pléiades high-resolution observation satellite, as well as to receive image data directly from the satellite for sale to its customers. Capitalizing on these capabilities, and on access to TerraSAR-X, Pasco will continue to assist with efforts to ensure a swift, accurate grasp of conditions on the ground and provide crucial information.

In Japan, Pasco is a participant in the ASNARO (Advanced Satellite with New system ARchitecture for Observation), an initiative for developing an advanced small satellite that can be built and launched for short periods and at low cost. ASNARO is scheduled for launch in December 2012. Pasco is in charge of developing a compact integrated mobile receiving station for the satellite that will ensure a highly effective reception framework capable of functioning even in the event of damage to the communications infrastructure, enabling Pasco to go to affected areas and receive, process and provide satellite image data.



## Real Estate Development and Sales

### Guided by the ALL SECOM concept, we are building condominiums that provide security and peace of mind.

#### Providing peace of mind tailored to different life stages

In recent years, the rapid aging of the Japanese population, which has heightened awareness of issues related to health and nursing care services, has intensified concerns related to the possibility of living alone as a senior at some time in the future. Guided by the ALL SECOM concept, we introduced a system that brings together services from our real estate development and sales business and our medical services business to offer individuals who have purchased condominiums in our Glorio Roka-koen complex priority access to one of our residences for seniors or care homes

should they feel unable to continue living alone at a later point in life.

#### Providing safe, secure condominiums equipped with advanced disaster protection features

Having stepped up efforts to develop safe, secure condominiums that also offer protection in the event of a disaster, in September 2012 we will complete construction of Glorio Koshigaya Station Tower in Koshigaya, Saitama Prefecture. This new complex, which will boast emergency-use

generators, an emergency supply storage warehouse, portable emergency-use toilets, AEDs and a helicopter landing pad, has already attracted considerable attention.



Glorio Koshigaya Station Tower

## SECOM Today

### Information and Communication Related and Other Services

### We are capitalizing on our proprietary expertise and sophisticated telecommunications technologies to assist in the formulation of effective BCPs.

#### Rising demand for Secure Data Center services

We currently operate five Secure Data Center facilities across Japan, all of which boast top-level security capabilities and a variety of advanced systems. These facilities house servers and important data entrusted to us by an extensive list of subscribers, including several prominent financial institutions. By providing housing, hosting and other services, we extend support for subscribers' servers, as well as for data and other information assets. We also provide around-the-clock

initial response operations services, which ensure subscribers' systems are back up and running as soon as possible in the event of an untoward development; and a wide range of proprietary cloud-based services, including the SECOM Safety Confirmation Service.

Recent years have brought increased demand for secure data centers with highly sophisticated security features to assist in the formulation of solutions that prevent the leakage of confidential and personal information and that can assist with the formulation of business

continuity plans (BCPs), the aim of which is to facilitate the prompt restart of operations in the event of a major disaster. Our Secure Data Center facilities once again proved their worth in the wake of the Great East Japan Earthquake by operating without interruption despite the disaster, thus ensuring that subscribers' valuable information assets were securely protected. This and other factors have contributed to an increase in applications by companies looking to formulate BCPs and seeking solutions to negate the impact of electric power outages.



Disaster monitoring center

### New comprehensive risk management service that capitalizes on diverse Group strengths

In line with the ALL SECOM concept, we recently launched Total Support Service of Emergency Management, which rallies the strengths of the Group in, among others, security services, fire protection services and geographic information services, as well as in information and communication services, to provide comprehensive support for the formulation and implementation of BCPs. This service bundles pertinent services provided by Group companies into packages that provide optimal solutions, assisting with prior preparations, providing support when disaster occurs, ensuring prompt initial response services and helping with post-event recovery. This service also protects subscribers from the impact of everyday breakdowns and issues with the potential to disrupt operations.

### SECOM Cyber Attack Protection Service: Protecting confidential information

Cyber attacks today generally involve viruses undetectable by commercially available anti-virus software and compromise computers and servers, facilitating, among others, the illegal gathering of confidential information. In response, we developed SECOM Cyber Attack Protection Service, which prevents leakage by providing protection at both entry

and exit points. In addition to protecting against virus attacks, this service also offers communications monitoring, on-site response services and everyday oversight and security planning, depending on the subscriber's needs.

### Demand increases for SECOM Home Service

Since its launch in 2005, the scope of SECOM Home Service—a suite of convenient lifestyle support services for SECOM Home Security subscribers—has expanded, earning widespread support and attracting steady growth in demand. Today, the SECOM Home Service menu includes *Anshin* Support Service, which includes patrolling subscribers' homes when occupants are away, as well as Housework Support Service, which provides assistance with housekeeping and around-the-house jobs, and Troubleshooting Support Service, which includes assistance in resolving unforeseen problems, such as lost keys. We also offer the SECOM Home Service Pack, a special plan that allows customers to sign up for services that suit their lifestyles on an annual basis.

### *Seikatsu Tasuke*: Targeting the home renovations market

Taking advantage of the popularity of SECOM Home Service, in April 2012 Kurashi-TEL Co., Ltd., a joint venture with a major household equipment manufacturer, launched *Seikatsu Tasuke*, a comprehensive suite of lifestyle support services for customers who are not SECOM Home Security subscribers, leveraging our know-how in this area—accumulated through the provision of SECOM Home Service—and our joint venture partner's expertise in building materials and household equipment solutions. With *Seikatsu Tasuke*, customers can contact Kurashi-TEL's call center to communicate their needs, in response to which the company develops a customized plan, taking responsibility for everything from arranging schedules to providing services.



SECOM Home Service