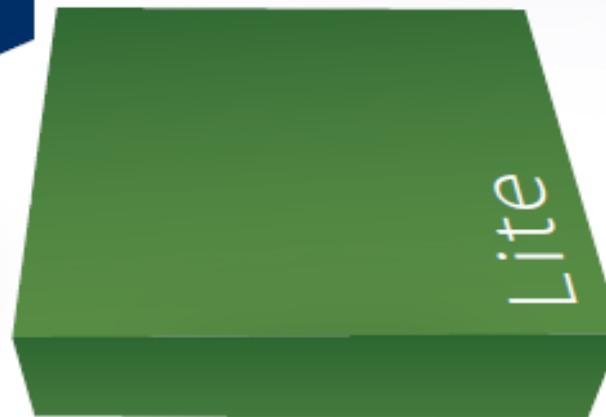


361° Line-Concept Sensors & Components



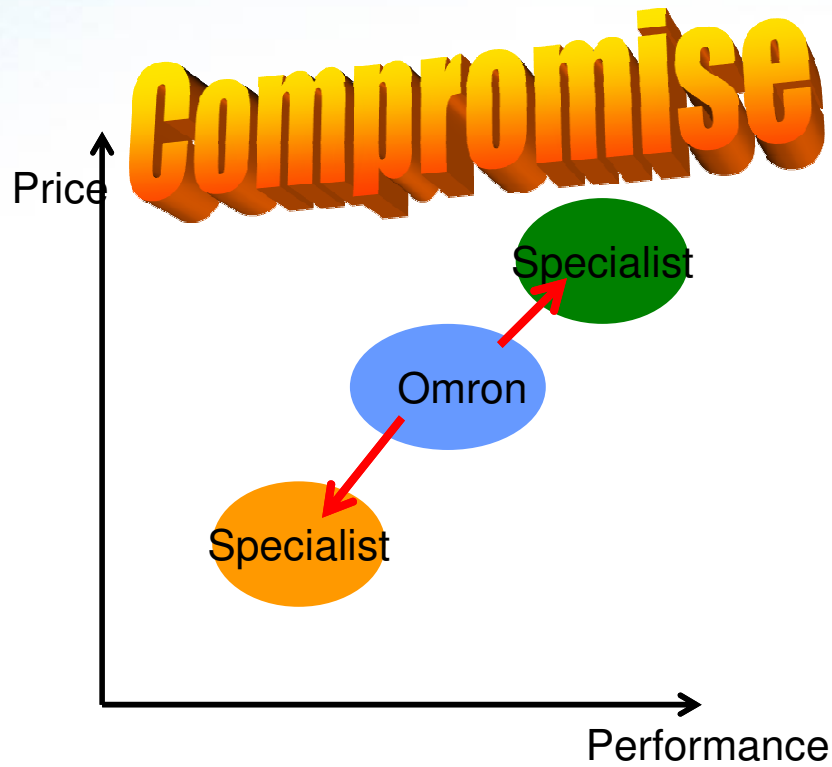
361° - Why a Line Concept ?

- **Customers have different needs:**
 - Performance
 - Quality
 - Durability
 - Price
 - Specifications
 - Availability (global)
 - Complete product portfolio
 - Value added services
- **Omron today:**
 - Approaches the market with only 1 mid-range product line
 - Not considered by customers, when it comes to 'low price business'
- **Omron tomorrow: Line Concept**
 - Customers can select products according to their needs
 - Create awareness as a supplier, who can offer a cost effective range, a mid range and the possibility of customised high end range.

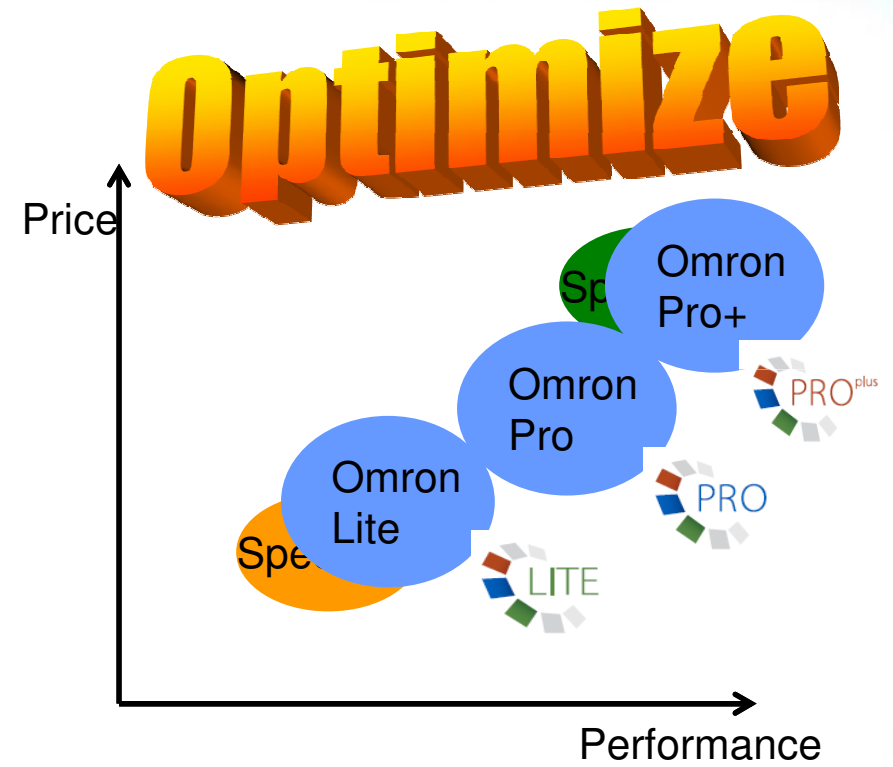


361° - Change in selling process

Today:



To morrow:



361° – Characteristics of the lines

- **Lite line features**
 - Basic Specs
 - Addressing basic applications
 - Main types /essentials
 - Excellent price/performance
- **Pro line features**
 - Easy selection
 - Complete line up
 - Specs above average
 - Global availability and support
 - Customizable
- **Pro^{plus} line features**
 - Application oriented
 - “Trouble shooters”
 - “Looking for the challenge”
 - Customized



Common features for all lines:

- OMRON DNA and quality
- Customer satisfaction
- “Best match”

361° - Definition is short

Lite:

- ...cost effective products without compromising the quality

Pro:

- ... longer lifetime, higher protection class, more features

Proplus:

-designed for a specific application according to customer demand

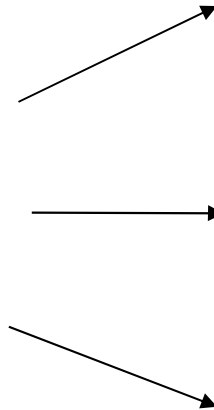


Line Concept in other industries

- Line Concept example:

Customers decides what he needs !!

Audi A4



Quattro



Comfort



Basic model



What does 361° mean?

- **360° = everything the customer needs**
 - Quality
 - Delivery
 - Price attraction
 - Features
 - Portfolio
- **+1° = the little extra, Omron can provide in**
 - Personal relationship
 - Knowledge and service of the Omron organisation



361° - Simply comply

- **Deliver what the customer really needs !!**

- Not more
- Not less
- Just comply

The right product at the right price at the right time!



