Research and Development

Anritsu pursues advanced next-generation technologies, so research and development plays a critical role as the source of its competitive edge. Solid technological capabilities and close relationships with key customers have made Anritsu a world leader. Anritsu will continue to create high-value-added solutions and promote profitable growth through the strategic use of engineering resources.

Network Performance Tester
Anritsu's research and development provides key devices to business divisions.

Research and Development Structure

Anritsu's research and development structure consists of head office operations, departments in globally-distributed business divisions, and Anritsu Engineering Co., Ltd. which is in charge of software development. While fulfilling their respective roles, research and development operations are strengthening interdepartmental cooperation to create solutions that set Anritsu apart from the competition.

Basic and Applied Research

The Technology Center controls research and development. By aligning new business development with basic research, this structure promotes a strategic approach to research and development. Specifically, it keeps Anritsu apprised of medium-to-long-term technological trends while maintaining an awareness of technological trends in the telecommunications field as it shifts to NGN by actively par-

ticipating in academic associations and international standardization organizations such as the International Telecommunications Union (ITU). In addition, Anritsu leverages its participation in cutting-edge technological development led by governmental and research organizations to strengthen optical and high frequency device technologies and digital signal processing technologies for communications measurement. Moreover, development departments in each business division share basic research and product development plans, thereby building a mechanism to offer products with key devices and technologies, the source of distinctiveness.

Product Development

Anritsu's business divisions are distributed globally by product line. Development departments for wireless measurement, IP, optical and digital test and measurement, telecommunications, industrial automation and other fields are located in Japan; development departments for general purpose measuring instruments, a field in which Anritsu has strengths in high frequency technologies, are based in the United States; and those focused on the service assurance

measuring instrument field are located in Europe. Each business division achieves differentiation through high customer satisfaction and elemental technologies by creating close cooperative relationships with key customers, reflecting market needs in products and utilizing the research results of the Technology Center. In addition, the business divisions generate globally-viable high-value-added solutions by sharing their respective product development plans. Moreover, by combining the technologies of various business divisions to create unique products, Anritsu stays ahead of the competition.

Utilizing Outside Resources

Anritsu is changing its research and development structure to increase its emphasis on software, as the focus of measurement technology is switching from hardware to software in line with conversion to NGN and the increasing sophistication of mobile phones. The company considers the efficient and low-cost development of such software an important business strategy, and will promote development management that includes the effective utilization of outside resources from a global perspective.

ACCESS Master
Joint development between Japan and the U.S. resulted in a compact measuring instrument that offers high performance and ease of use. The product contributes to more efficient fiber optic construction and maintenance around the world.