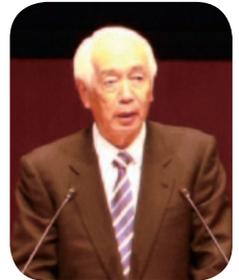


# Opening Ceremony

## Opening Address

Masayuki Matsumoto, NHK President



I would like to express our sincere gratitude to all of you for taking time from your busy schedules to attend this opening ceremony. I would also like to take this opportunity to extend our special thanks for your continuous support and cooperation with NHK and Science & Technology Research Laboratories.

This year is the first fiscal year of NHK's new three-year corporate plan, called "For a Prosperous, Secure and Stable Future." Since the Great Eastern Japan Earthquake, NHK has used everything in its power to fulfill its role as Japan's public broadcaster. With the aim of solidifying our viewers' confidence and to meet the changes we will encounter as we enter a new era, we have determined that as a trusted public broadcaster, NHK will continue to deliver distinctive programs and services, as well as strengthen our broadcasting capabilities, in order to build a prosperous and secure society, and promote the culture of the new era. The four main pillars of this policy are, "Serving the public," "Maintaining trust," "Creating the Future," and "Reforming and Invigorating Ourselves."

To "create the future," we believe that NHK's research and development must play an extremely significant role. The fusion of broadcasting and broadband communications will continue to drive our research and development of Hybridcast®, which will become the foundation for many new services, and the next-generation Super Hi-Vision (SHV) will be the ultimate broadcasting system for conveying a sense of reality in 2D. Also, starting in July, people in and outside Japan will be able to experience SHV's outstanding performance in public viewings of the London Olympics in Japan, the United Kingdom, and the United States.

As you know, on March 31<sup>st</sup> of this year, analog broadcasting ended in the three prefectures of the Tohoku region that were affected by last year's earthquake, and this means that the transition to fully digital broadcasting in Japan is complete. It is our belief that we must continue to develop digital broadcasting services, and thanks to NHK's technologies, broadcasting has evolved to offer ever more advanced, convenient services.

With regard to technological R&D, I frequently address the importance of three factors. One is that we need to be convinced that the research is needed, the second is we need to persevere in our efforts, and lastly, we must maintain a belief that our research will prove successful. In this line of thought, we are determined to meet the challenges of the changing media environment, including the Internet and future technological innovations, and we will continue to develop new services centered on broadcasting.

I would like to ask all of you in attendance for your continued support and guidance in the future. In concluding my speech, I would like to again express our gratitude that you came today.