

## On My Appointment

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Head of NHK Science & Technology Research Laboratories



I have been asked to fill the seat of Head of STRL upon the appointment of my predecessor, Keiichi Kubota, as the NHK General Managing Director/Executive Director-General of Engineering.

I sincerely ask for your continuous support.

The great earthquake that occurred last year has been called a once in a millennium event. It caused enormous damage to vast areas including the Tohoku region. Because of the effects of this earthquake and the accompanying disaster at the Fukushima No. 1 nuclear power plant, many were displaced from their homes and are still living in shelters and temporary housing. While over a year has passed since the earthquake, we are determined to continue carrying out prompt emergency disaster broadcasting without allowing the memory of this unprecedented disaster to fade away.

March 31 of this year marked the successful conclusion of analog broadcasting in the three Tohoku prefectures (In Iwate, Miyagi, and Fukushima prefectures, the original termination date of July 24 of last year was postponed). I would like to take this opportunity to again express our gratitude to the many individuals who gave their support to the project.

As we have completed the digitization of broadcasting, we at the Science & Technology Research Laboratories (STRL) would like to promote research and development that will lift the spirit of Japan and contribute to the safety and confidence of everybody who resides here.

In October of last year, NHK released its 2012-2014 administration plan, which includes this basic objective: "as a trusted public broadcaster, NHK will continue to deliver distinctive programs and services, as well as strengthening our broadcasting capabilities, in order to build a prosperous and secure society, and promote the development of the culture of the new era." At STRL, we also have a three-year plan to help in achieving the goals of the corporate plan by imagining where broadcasting will be ten or twenty years from now. We will conduct our research and development consistently from theory to application, and from devices to systems, with the goal of enhancing the quality of broadcasting and providing our viewers with more convenience.

Our core R&D projects include Hybridcast®, which will present attractive services by organically combining the functions of broadcasting and broadband communications, and Super Hi-Vision (SHV) and integral 3D television systems, future broadcasting systems that will deliver the ultimate sensation of reality. Hybridcast is moving forward toward implementation within one to two years. While experimental broadcasting of SHV is planned to start in approximately 10 years, our work has accelerated to ensure its earliest practical implementation. With the aim of making the unparalleled appeal of SHV system known to people around the world, the London Olympics were broadcast to public SHV viewing sites, including four in the U.K., three in Japan, and one in the U.S.

We also recognize that building our nation's confidence and security in the future will make "human-friendly broadcasting technology" extremely important. It will help to ensure that broadcasting is accessible and usable by everybody, including physically challenged and elderly residents.

Building upon these pillars of research, STRL researchers will make a concerted effort to bring about a diverse range of easy-to-use technologies to our viewers. In conclusion, I would like to ask for your guidance and candid comments.

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