

# Activities giving back to society

ROHM considers contributing to the progress of society to be a corporate goal, and are actively involved in the cultivation of people who can carry the next-generation society. The company believes that this is linked to the creation and transmission of culture, so we attempt to give back to society through activities focused on academic-industrial alliances with universities.

## ROHM Plaza project

ROHM believes that developing new, useful technologies for society contributes to the progress of culture and society, and actively coordinates with government research institutions, universities, and corporations working in different fields. In order to promote deeper connections between industry and universities, ROHM built "ROHM Plaza" on the campuses of Ritsumeikan University, Doshisha University, and Kyoto University.



### The ROHM Plaza at Ritsumeikan University

Ritsumeikan University  
Biwako-Kusatsu campus  
opened April 2000



### The ROHM Plaza at Doshisha

Doshisha University  
Kyotanabe campus  
opened September 2003



### The ROHM Plaza at Kyoto University

Kyoto University  
Katsura campus  
opened May 2005

## Agreement with Tsinghua University (Beijing, China) on the construction of the ROHM Plaza "Tsinghua ROHM Electronics Process Plaza"

ROHM and Tsinghua University, based on a "Comprehensive Industry-University Linkage Agreement" concluded in April 2006, have already formed an active industry-university linkage relating to the development of cutting-edge technology for electronic devices. Both have also agreed to invest approximately two billion yen in the construction of a ROHM Plaza, the "Tsinghua ROHM Electronics Process Plaza," scheduled to open in April 2011—



Tsinghua ROHM Electronics Process Plaza / Artist's rendering

in time for the 100th anniversary celebration at Tsinghua University. ROHM will use this as a core focus for the further promotion of international industry-university connections.

## Passing on the spirit of science

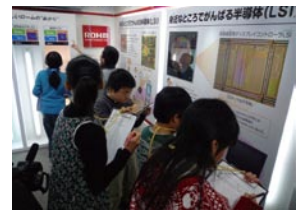
In the electronics field, the scientific viewpoint is important. ROHM carries out a variety of activities to ensure that the children of the next generation do not stop their interest or feeling a sense of wonder about something, but engage in serious investigation and take a learning approach.

### Kyoto Manufacturing Hall of Fame

The "Way of Life Exploratorium in Kyoto, City of Learning," where the elementary and junior high school students of Kyoto can experience social activities, opened in Kamigyo Ward in Kyoto City on February 12, 2009. The purpose of this project was to create an opportunity for elementary and junior high school students to study and experience manufacturing in Kyoto to increase the interest among children. In agreement with these ideas, ROHM operates a booth exhibit in the "Kyoto Manufacturing Hall of Fame" within the Exploratorium. The booth displays exhibit content that is easy to understand for children, including stories of the founders of sixteen companies founded in Kyoto, and stories about struggles to develop products.



ROHM exhibit booth



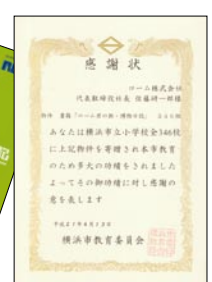
Scene of visitors

### "ROHM's New Natural History Diary"

The "ROHM's New Natural History Diary: Looking at Folk Tales of the World through Science" series is published in newspapers as corporate advertising. In this series, a theme is chosen for each edition from among commonly known folk tales of the world, and a variety of mysteries hidden therein are examined from a scientific viewpoint. In commemoration of the fiftieth anniversary of its founding, ROHM published these booklets in two volumes, and donated copies to public elementary schools, public libraries, and other institutions in Kyoto and Shiga Prefectures. The company also gave them out as presents at events and on the Web. ROHM would like to help cultivate the scientific spirit through these booklets.



ROHM's New Natural History Diary



Thank-you letter from the Yokohama Board of Education