

Consumer Issues

At the Yamaha Group, our primary mission is to continue to provide products and services that satisfy our customers.

In addition to managing the quality and safety of products and services, we strive to disclose appropriate information related to our products and services. In order to respond to the diverse demands of our customers, we are proactively promoting contributions to sustainability through the introduction of universal design and proposals for products and services which aim to solve societal issues.

Product/Service Information Disclosure

Basic Policy

The Yamaha Group conducts advertising and promotions that accurately convey the details of products and services to customers. At the same time, we strive to provide accurate information related to our products and services in accordance with laws and regulations. We have stated these principles in our Compliance Code of Conduct.

Furthermore, the Group provides and discloses safety information in a timely and appropriate manner to ensure that the products, services, and facilities it offers do not have an adverse impact on the lives, health, or assets of people.

» [1-3 Proper Advertisement and Publicity and Accurate Presentation of Information](#)

Appropriate Product/Service Information Disclosure

To ensure appropriate disclosure of information on its products and services, labeling confirmation processes have been incorporated into quality management systems.

Instruction manuals, catalogs, websites, and other accessible mediums provide basic information on products and services, such as specifications, as well as information on the safe use of these offerings in order to educate customers on safe usage methods and prevent accidents. In addition, we provide safety awareness information about musical instruments in catalogs for school instruments and equipment.

» [Precautions Pertaining to Safe and Proper Product Usage](#)

Should a product defect or product- or service-related accident occur, the Company will notify the relevant authorities as legally required and promptly provide recall and other information necessary for ensuring customer safety in the appropriate manner. When such issues are deemed particularly serious or urgent, the Company will take the necessary steps to inform customers via the channels viewed as appropriate based on sales and usage trends. Such channels may include announcements via websites, press conferences, newspapers, specialized magazines, social media, direct mailings, and telephone calls.

In June 2020, Yamaha Corporation became aware of issues regarding the PA-300C AC adapter packaged together with its YDP-S51 digital piano in which certain adapters would melt or emit smoke during use. Information regarding these issues was promptly provided on the Company's corporate website along with information on a recall and free exchange program designed to prevent the occurrence of the aforementioned issues.

» [Notification of Recall and Free Exchange Program for AC Adapters for Yamaha YDP-S51 ARIUS Digital Pianos \(Risk of Melting and Smoke Emission\) \(in Japanese only\)](#)

Similar action was taken in response to reports received from numerous customers regarding battery charging issues associated with Yamaha's TW-E5A and TW-E7A truly wireless Bluetooth earphones seen immediately after their launch in 2020. It was determined that significant time would be required in order to resolve this issue and that these products did not provide the level of quality customers expect. Accordingly, Yamaha Corporation announced a recall and refund program for these products as well as the discontinuation of their sale on its corporate website in March 2021.

There are no safety risks associated with the use of these products.

» [Notification of Recall and Refund Program for and Discontinuation of Sale of TW-E5A and TW-E7A Truly Wireless Bluetooth Earphones \(in Japanese only\)](#)

Legal Violation Regarding Labeling and Advertising

In fiscal 2021, 14 incidents of legal violations regarding product labeling were detected (cases of insufficient/inaccurate labeling despite meeting regulation/certification standards). All of the incidents were handled appropriately. No penalties were imposed regarding these legal violations.

Product and service safety information regarding product defects can be found on the following website.

[» Product/Service Safety](#)

Product/Service Safety

Basic Policy

The Yamaha Group believes that the safety of its products, services, and facilities falls under the concept of fundamental quality that must be provided. Accordingly, we take steps to prevent adverse impacts on the lives, health, and assets of customers and other individuals involved in the lifecycles of our products and services. The Group defines provisions for ensuring the safety of products and services in the Compliance Code of Conduct. To put these provisions into practice, we implement the necessary systems and enhance design processes to create designs that are fundamentally safe.

[» 1-2 Ensuring Safety of Products and Services](#)

Structures and Response Measures for Ensuring Safety

The Yamaha Group endeavors to ensure and improve product safety through safety-conscious product design, safety inspections, and appropriate compliance with relevant laws and regulations.

► Safety-Conscious Product Design

The Yamaha Group practices safety-conscious product design, and its efforts include incorporating a risk assessment process into design reviews at the development phase. Through the risk assessment process, we identify and project potential risks related to products and their use. We are thereby able to examine methods for the minimization or removal of these risks during the product design process.

To facilitate these efforts, we are entrenching the R-Map risk assessment method* as we move ahead with activities to further enhance the effectiveness of our risk assessments.

* The R-Map risk assessment method proposed by the Union of Japanese Scientists and Engineers entails mapping risks on a 6 x 5 matrix. This method is utilized for reducing risks during design processes and for evaluating product risks. The Ministry of Economy, Trade and Industry and the National Institute of Technology and Evaluation also evaluate risks using the R-Map method.

► Safety Reviews of Major Products

The Yamaha Corporation Quality Assurance Division conducts labeling evaluations and safety inspections of major Yamaha Group products on the market (approximately 30 products per year) and provides feedback on the results to the relevant department in order to improve safety.



Safety inspections



► Response to Product Regulations and Standards of Different Countries

The Yamaha Group monitors information regarding regulations, formulates internal policies, and implements systems to guarantee full compliance with the regulations and standards of relevant countries pertaining to product quality and safety as well as environmental protection.

In response to the recent international tightening of regulations applying to electromagnetic waves, Yamaha Corporation has installed electromagnetic wave measurement equipment and various other kinds of measurement, analysis, and evaluation equipment at its facilities. This equipment is used to evaluate product and component prototypes for compliance with the regulations of relevant countries. Regulations for chemical substances have also become more stringent around the world, and in response to this trend the Company has implemented a management system for chemical substances contained in products and established its own Standards for Chemical Content in Products. These standards have been used to manage chemical substances during the product design and development phases and have helped facilitate legal compliance while reducing environmental impacts. The standards undergo revisions when necessary in response to legislative expansion and change, the accession of voluntary standards, and other factors. The Group also shares information with overseas subsidiaries in an effort to furnish swift and accurate responses to changes in regulations in relevant countries and to enhance legal information management systems.



Anechoic chamber used for electromagnetic wave measurement

► Immediate Action in the Event of Product Safety Issues

The Yamaha Group has put in place a system to ensure that it places top priority on the safety of customers. In the event of a safety issue involving a commercially sold product, the employee who learned of the incident shall immediately report it to the responsible department and to the Quality Assurance Department. The department that receives the report immediately notifies senior management of the issue. At the same time, the head of the Quality Assurance Department shall assemble representatives from the relevant departments from across the Company, moving to respond to the affected customers, notify the appropriate government authorities, and initiate measures aimed at preventing recurrence.

» [Appropriate Product/Service Information Disclosure](#)

Product Safety Training

The Yamaha Group includes product safety risk assessment courses in its human resource training programs. These courses cover a variety of safety-related topics, ranging from examinations of safety issue case studies and risk management practices for all areas of operations spanning from the product development stage to post-development. When including the product safety courses discontinued after fiscal 2019, an aggregate total of 311 employees, primarily from the engineering and development divisions, completed these courses over the 11-year period from fiscal 2011 to fiscal 2021, making for a total of 1,680 hours of training.

Legal Violations and Defects Involving the Safety of Products and Services

In fiscal 2021, there was one market response incident involving a product safety defect. This incident did not result in personal injury and was not a legal violation resulting in punishment.

Quality Assurance

Quality Management System

The Yamaha Group pursues higher levels of quality through the implementation of a quality management system to ensure the production of high-quality products and the provision of high-quality services.

Groupwide quality policies and objectives as well as important quality-related measures are deliberated on by the Quality Committee, which is chaired by a managing executive officer. Based on these deliberations, the president will issue instructions that will be relayed to business divisions and Group companies via the head of the Yamaha Corporation Quality Assurance Division. Business divisions and Group companies set their own targets based on Groupwide quality policies and objectives. The Quality Assurance Division of Yamaha Corporation conducts monitoring to confirm the degree to which these targets are met and to perform quality audits (please refer to the next section), and reports on these matters are issued to the Quality Committee.

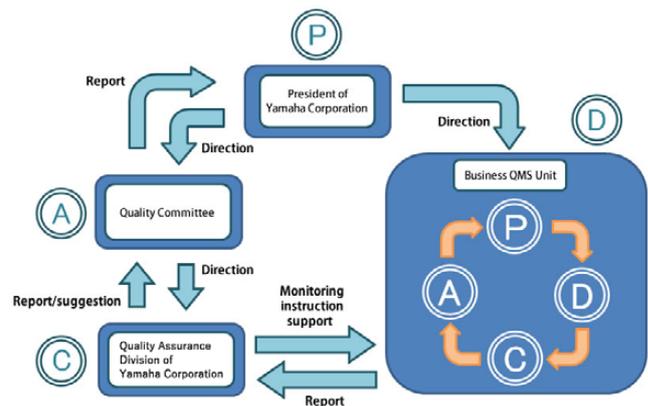
In addition, the Group Quality Management Policies & Rules state that quality-related reports, including those pertaining to quality issues, from throughout the Group are to be managed in a concentrated manner by the head of the Quality Assurance Division of the Yamaha Corporation in order to strengthen Groupwide quality assurance governance.

► ISO 9001- and IATF 16949-certified sites (As of March 31, 2021)

ISO 9001: Acquired in six business domains*

IATF 16949: Acquired in one business domain

* Certification has been acquired in relation to the core musical instruments business, audio equipment business, industrial machinery and components business, and golf business.



Quality Audits

Auditors of the Yamaha Corporation Quality Assurance Division conduct quality audits to check whether or not the business division quality management systems and product and service quality match the target level set by the Yamaha Group. Based on the results of these audits, improvement requests are issued and improvements are implemented to Companywide quality management systems. At the same time, business divisions issue instructions to and perform audits of the factories they oversee, both in and outside Japan, in pursuit of higher product quality.

In order to further improve the effectiveness of quality audits, the Group is implementing improvement activities targeting both quality audit results and processes.

Quality Management Training

The Yamaha Group's human resource training programs include specialized quality technique training as well as rank-based training with the goal of improving quality awareness and quality management skills. In fiscal 2021, the Group held quality engineering courses, product safety risk assessment courses (R-Map), and other courses. Going forward, the Group will restructure its quality assurance training programs to facilitate the acquisition of quality-related skills by mid-level employees in the engineering field while revising quality management training to raise quality awareness among management.

Sustainable Consumption

Basic Policy

Both companies and consumers are pressed with the urgent task of moving toward more sustainable production and consumption to escape from the cycle of massive production and waste that is destroying our environment and depleting our resources. The Yamaha Group is considerate of the environment and society, with regard to such matters as resource recycling and decarbonization, in its procurement of materials and its provision of products and services while promoting the shift toward more sustainable consumption patterns by encouraging others to practice such consideration.

» [Sustainable Resource Use](#)

Provision of Information Related to Environmental Considerations in Products

In order to spread the use of products and services that are designed with consideration paid to the environment and society and respond to the rising concern regarding environmental preservation among customers, the Yamaha Group discloses examples of its initiatives to make products more considerate of the environment on its corporate website.

In 2015, the Group launched the Yamaha Eco-Products Program to promote product development that is considerate of environmental issues. By attaching the Yamaha Eco-Label to products certified as Yamaha Eco-Products through this program, we aim to provide customers with easy-to-understand environment-related information to aid them in their choices of products.

» [Yamaha Eco-Products Program](#)

» [Environmentally Friendly Products and Services](#)

Initiatives to Extend Product Lifespans

It is possible to use high-quality instruments for many years with proper maintenance and repairs and replacements of parts. The Yamaha Group strives to extend the lifespans of its products by developing instrument maintenance and repair technique and service systems, operating a piano renewal business, and upgrading Electone products through parts exchanges so that they can be used for many years.

► Instrument Maintenance and Repair Technique and Service Systems

We are developing maintenance and repair service systems for acoustic instruments such as pianos and wind instruments.

Repair Technician Training

The Piano Technical Academy for training piano tuners and the Wind Instrument Technical Academy for fostering technicians specializing in wind instruments have been set up at factories producing the respective instruments. At these facilities, the Yamaha Group instructors with exceptional insight pertaining to instruments support those aspiring to become specialist technicians with finely tuned curricula grounded in their expertise. After completing these programs, the newly trained repair technicians provide after-sales services at the Yamaha Group sales agents across Japan.

» [Piano Technical Academy \(in Japanese only\)](#)

» [Wind Instrument Technical Academy \(in Japanese only\)](#)

Maintenance Support for Musical Instrument Users

We are providing knowledge and skills regarding musical instruments by offering maintenance guidebooks and holding maintenance workshops to ensure that musical instruments are consistently maintained in the best condition.

► Piano Renewal Business

After collecting Yamaha pianos that are no longer used at customer homes or other locations, Yamaha Piano Service Co., Ltd., repairs, repaints, tunes, and adds additional muffling materials before returning the instrument to market as a refurbished piano. These refurbished pianos perform the same as new pianos. This process saves precious resources by allowing the product to be used again.

» [Yamaha Renewal Piano \(in Japanese only\)](#)

► Electone Vitalize/Grade-Up Units

Based on the desire for our customers to be able to continue using their beloved Electone unit for a long time, we offer services to upgrade products to a higher grade or newer model purely through unit exchanges. These services include the installation of grade up units that can transform Electones into higher grades as required based on the skill of the user and their intended application as well as vitalize units for raising the performance of older Electone models to the level of the latest models. Exchanging units in this manner allows customers to continue using their beloved Electone even longer by extending its lifespan, which also helps conserve resources.

» [Electone Vitalize/Grade Up Units \(in Japanese only\)](#)

► Piano Add-On Units

The Yamaha Group is selling add-on units so that customers can enjoy their pianos for a longer time in a range of situations. Such units include the Piano Silent Unit, which adds a silent function, and the Disklavier Control Unit, which adds a wealth of content and colorful functions to pianos incorporating an automatic performance function.

» [Piano Add-On Units \(in Japanese only\)](#)

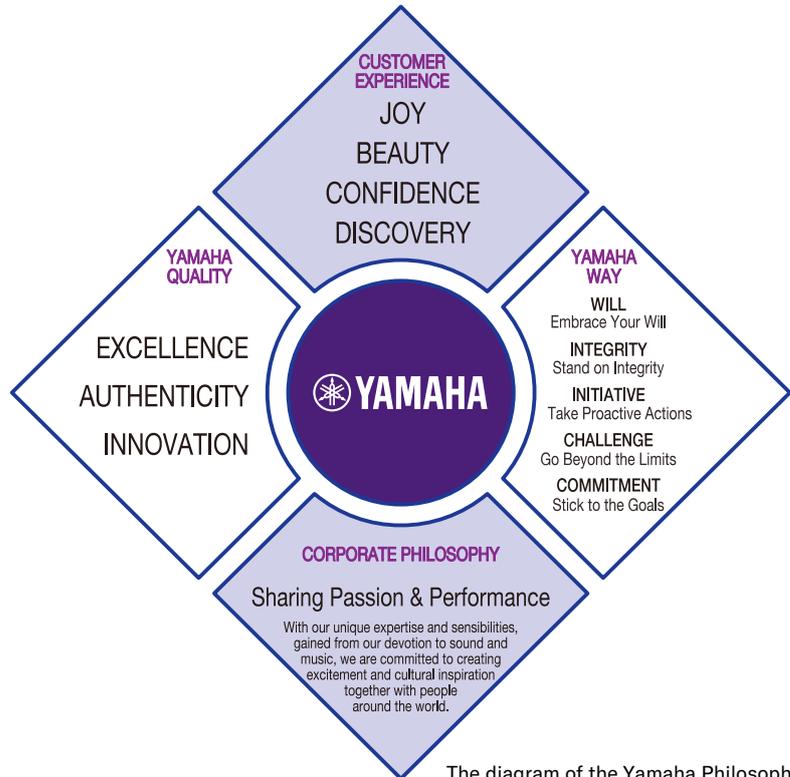
Improvement of Customer Satisfaction

Basic Policy

The Yamaha Group has put forth its corporate philosophy structure, the Yamaha Philosophy, to try to think from the customer’s viewpoint, to consistently provide high-quality products and services that exceed the expectations of its customers, and to create excitement and cultural inspiration together with people around the world. Our commitment to customers is defined in the element of “Customer Experience.”

In their business activities, all the Yamaha Group employees remain constantly aware of the fact that their daily work is connected to the principles expressed in “Customer Experience.”

➤ 1-1 Realization of Customer Satisfaction



The diagram of the Yamaha Philosophy

Initiative Example

► Collection and Utilization of Customer Input to Improve Customer Satisfaction (VOC Methodology)

The Yamaha Group adopts a voice of the customer (VOC) methodology in which customer input is gathered through questionnaires primarily issued by musical instruments and audio products business organizations and is shared via the Company intranet. In addition, information on inquiries received from customers around the world via telephone or email at domestic and overseas sales companies is collected and regularly communicated to divisions involved in product planning and development.

Input from customers is an invaluable asset that is utilized even after the supply of products and services to determine whether we are effectively delivering the desired value and satisfying customers and to improve customer experiences together with customers.



Intranet site compiling customer input received through questionnaires

► Mindset Building for Improving Customer Awareness

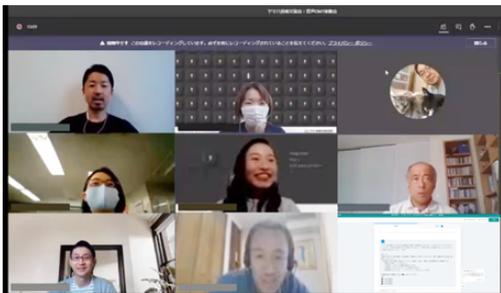
The Yamaha Group conducts unique training programs aimed at fostering interest and sensitivity toward customer experiences.

These programs see groups of employees thinking about how customers experience the Yamaha Group products and services based on voice recordings of actual inquiries while interacting with the articles in question. Through the free exchange of opinions, participants become aware of customer sentiments that they could not have imagined on their own and think about what the Yamaha Group employees can accomplish if they unite in their quest to serve customers. In this manner, these training programs help foster a corporate culture of valuing customer experiences.

In addition, monthly posters are displayed in Japanese factories providing feedback from customers around the world with regard to the products manufactured in Japan.

Meanwhile, the Company intranet offers examples of customer input being used to improve products. This information helps improve employees' sensitivity toward quality by making them aware of the discoveries their colleagues have made based on customer input and how they responded to this input.

Through these efforts, our aim is to foster a corporate culture that utilizes a customer-oriented approach and that is committed to earnest engagement with every customer.



Online iteration of the Yamaha Group's unique training programs



Intranet site offering examples of customer input being used to improve products (left) Poster in Japanese factory (right)

External Recognition

► First Place in the Educational Service Industry in JCSI Survey for Fifth Consecutive Year

In fiscal 2021, Yamaha (Yamaha Music School, etc.) won first place in the educational service industry for the fifth consecutive year in the Japanese Customer Satisfaction Index (JCSI) survey. The survey is one of Japan's largest customer satisfaction surveys. In the second iteration of this survey, Yamaha received an exceptionally high evaluation, ranking No. 1 in anticipation felt by consumers toward corporate brand and overall evaluation of quality, both factors that can influence satisfaction, and in recommendations via word-of-mouth, which is the result of satisfaction levels.

► First Place in the Network Device Category of Nikkei Computer Customer Satisfaction Survey for Fifth Consecutive Year and First Place in Nikkei Business Publications' Partner Satisfaction Survey for Third Consecutive Year

Yamaha Corporation won first place in the network device category of the Nikkei Computer Customer Satisfaction Survey 2020–2021 of Nikkei Business Publications, Inc. This was the Company's fifth consecutive year of receiving this rank. Our receipt of this honor was a result of the high evaluation of factors such as the reliability, ease of use, and cost benefits of our products. In addition, Yamaha Corporation received first place in the network device category of Nikkei Business Publications' Partner Satisfaction Survey 2021, marking our third consecutive year of receiving this honor. Factors behind this recognition included high evaluations for our products and delivery accommodations associated with efforts to maintain product supply systems and the establishment of a teleworking consultation helpdesk amid the COVID-19 pandemic.

» [First Place in the Network Device Category of Nikkei Computer Customer Satisfaction Survey for Fifth Consecutive Year](#)

» [First Place in Nikkei Business Publications' Partner Satisfaction Survey for Third Consecutive Year](#)

Customer Response and Support Improvement

Customer Response and Support Structure

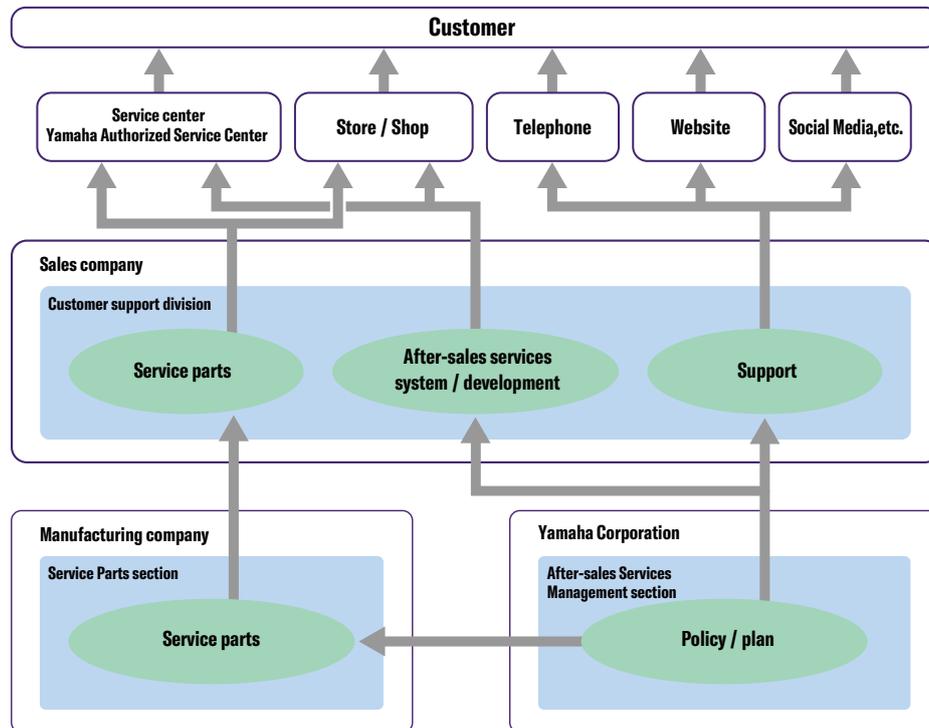
The Yamaha Group has established an after-sales service structure for customers through which it is working to respond to customer inquiries and requests with integrity.

Yamaha Corporation has established the After-Sales Service Management Section, which has formulated after-sales service policies regarding the Yamaha Group and that facilitates the monitoring of quality in customer responses and support. Manufacturing companies have established sections for storing and supplying service parts. Sales companies have developed systems, including customer support divisions, through which they offer after-sales services. In the musical instruments and audio products business, Japanese sales company Yamaha Music Japan Co., Ltd., has established the Customer Support Division along with product-specific customer service venues. Overseas, we have created a region-specific after-sales service network. This network includes Yamaha Group service centers, Yamaha-authorized service centers, distributors, and contracted engineers.

These customer support sections develop customer support systems that make use of telephones, websites, and social media in order to facilitate smooth responses to inquiries. Some of these departments have introduced customer management systems using cloud computing.

» 1-6 Offer of After-Sales Services and Response to Customer Inquiries

Customer Support System (After-Sales Services)



Yamaha Music Japan Co., Ltd.



Yamaha Corporation of America



Yamaha Music Europe GmbH



Yamaha Music & Electronics China

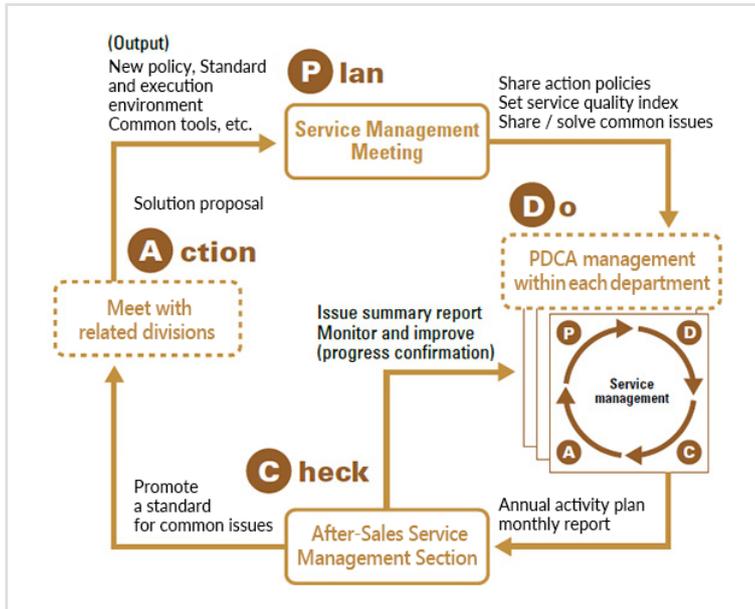
After-Sales Service Management System

The Yamaha Group has created an after-sales service management system and is working to continually improve the quality of its customer response and support based on the slogan “ONE YAMAHA.”

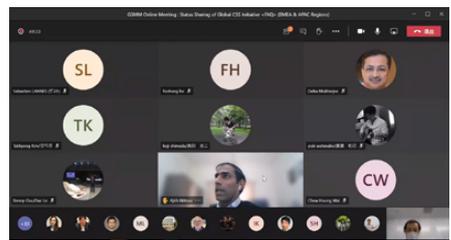
The Group policy is shared at the annual Service Management Meeting, and Japanese and overseas sales companies and manufacturing companies with service parts centers formulate targets and plans related to after-sales services. Group companies conduct activities according to their plans, and the Yamaha Corporation Quality Assurance Division monitors their progress. In this way, the entire Group works to make improvements to continuously enhance responses to customers and customer support.

In fiscal 2021, the Service Management Meeting was held online using Microsoft Teams in light of the COVID-19 pandemic. At this meeting, customer service representatives from 26 Japanese and overseas companies discussed common issues needing to be addressed by customer service divisions across the Group. Such issues included the need to share information on customer service and support initiatives based on the changing social climate and to provide information on after-service techniques online. Furthermore, in order to provide standardized high-quality after-sales support services to customers all over the world, the Group established the After-Sales Service Management Standards, which outline the basic policies to be shared throughout the Group. The Group is also monitoring the implementation status of these policies via check sheets.

After-Sales Service Management System

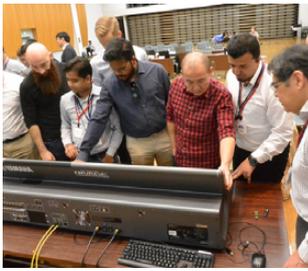


Service Management Meeting discussions (held online in fiscal 2021)



After-Sales Service Education and Training

The Yamaha Group is developing and enhancing its after-sales service network to ensure that customers can continue to use its products with peace of mind. We periodically hold after-sales service skills training for employees of Group sales companies in Japan and overseas, and the participants then transmit the skills learned in these training sessions to the repair technicians they oversee. We also visit overseas sales distributors in areas where there are no Group companies and hold technical training on after-sales service skills.



After-sales service skills training



After-sales service skills training participants



Training performed during visit to a sales distributor

Personal Information Protection

Personal Information Protection Policies and System

The protection of personal information is an important social responsibility. The Yamaha Group complies with laws and regulations regarding personal information protection and has developed its Privacy Policy and internal regulations regarding personal information protection in order to ensure that we appropriately handle the important information we have in our custody, such as the personal information of customers using our products and services. In addition, the Group Personal Information Protection Standards, which apply to all domestic and overseas Group companies, were instituted in April 2019. These regulations are revised as needed in response to changes in laws and social trends. Based on these regulations, we have developed manuals that explain key considerations when handling personal information, which are put into practice.

Furthermore, the Company has established the Working Group for Information Security under the Risk Management Committee, which is chaired by the president. This working group monitors the status of compliance with personal information protection regulations, compiles reports on incidents, and examines potential work improvement measures. In addition, the Group appoints individuals responsible for supervising the handling of personal information on a Groupwide basis, and individuals responsible for managing are named on a by-division basis. The Group has also established a system to respond quickly during incidents such as information leaks.

[» Privacy Policy](#)

► Personal Information Protection Training and Education

We are strengthening efforts to enhance and round out awareness of employees by conducting training and education programs, including those on personal information protection and information leak prevention, and audits for divisions handling personal information.

In 2020, we began implementing an information security e-learning program for all domestic Yamaha Group employees. The scope of this program was expanded to include overseas Yamaha Group employees in February 2021. This program provided knowledge and response methods for contemporary information security threats, most notably email scams and virus attacks.

► Personal Information Customer Service Organization and Responses

Based on the relevant laws and regulations, the Yamaha Group has set up a service organization regarding the personal information collected from its customers. The Group will respond to requests from customers or their proxies to disclose, change, delete, or stop usage of customer personal data held by the Group.

[» Procedures for Responding to Requests to Disclose or Correct Personal Information \(in Japanese only\)](#)

► Customer Information Management Initiatives

The Yamaha Group manages personal information on a practical level out of consideration of information security based on the Group IT Management Standards, which detail policies regarding IT management of personal information. Personal information is stored in a system with an auto-encryption feature. In the unlikely case of an information leak, the system is structured so that only authorized personnel can view or use the personal information for an added degree of security. There were no major incidents concerning the management of personal information in fiscal 2021.

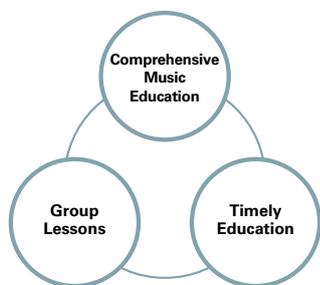
Products and Services Enhancement

Music Education Business

The Yamaha Group desires to contribute to the realization of an enriched society in which people around the world are able to enjoy and share in the joy of music. This desire inspires us to develop a music education business both in and outside Japan. The predecessor to this business was a music class that started in the Ginza area of Tokyo in 1954. Since then, the Group has continued providing music education to help enrich the growth of children while establishing and developing the Yamaha Music Education System, a unique education method. Based on its philosophy of “To foster the musical sensitivity that everyone is born with, to develop the ability to enjoy creating and playing the music of their own and ultimately share the joy of music with anyone,” the Yamaha Group provides courses that meet the needs of all generations. These include Yamaha Music Schools for children between age 1 and junior high school and high school age and Yamaha Music Lessons for Adults for both music enthusiasts and individuals interested in learning to play a musical instrument as a hobby.

► Yamaha Music School Available in More than 40 Countries and Regions Worldwide

Yamaha Music Schools provide lessons that focus on nurturing a love of music based on the three features of comprehensive music education, timely education, and group lessons. Our aim is to empower children with the ability to express themselves freely with music through our unique education methods, which include elements such as listening, singing, playing, reading, and creating.



Yamaha Music School logo



Yamaha Music School

Yamaha Music School Enrollment in Japan

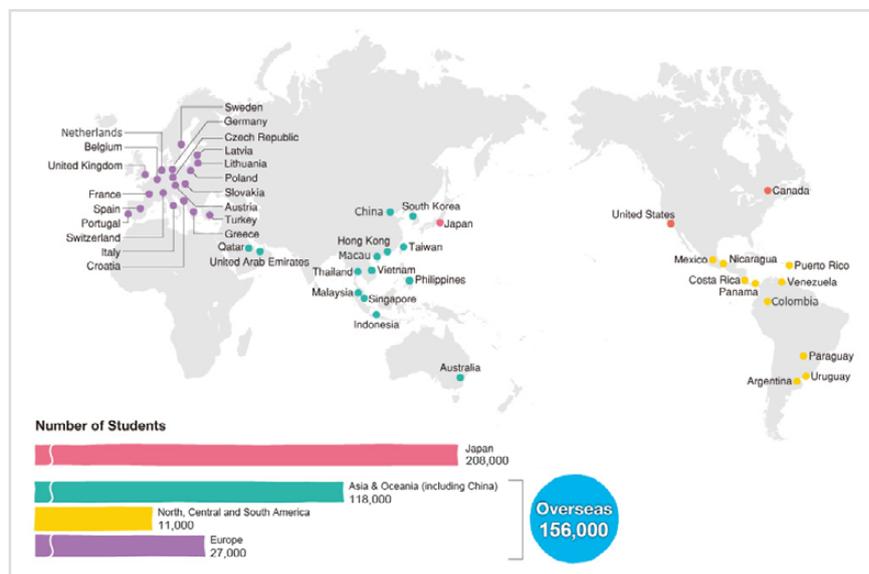
	FY2017	FY2018	FY2019	FY2020	FY2021
Japan	280,000	271,000	262,000	252,000	208,000

* As of June of each fiscal year

Overseas, approximately 221,000 students currently have the opportunity to learn the joy of music through Yamaha Music Schools in over 40 countries and regions, including Asia, Europe, North America, and Central and South America. Each course is developed with consideration given to the culture and character of the respective region while being based on a philosophy and curriculum for music education developed in Japan.

Countries with Yamaha Music Schools

(As of March 2021)



Yamaha Music School Enrollment Overseas

	FY2017	FY2018	FY2019	FY2020	FY2021
Asia, Oceania (including China)	153,000	155,000	156,000	152,000	118,000
Europe	54,000	50,000	52,000	49,000	27,000
North, South America	24,000	23,000	21,000	20,000	11,000
Total	231,000	228,000	229,000	221,000	156,000

* As of March 31 of each fiscal year

► Global Spread of Yamaha's Music Education Philosophy

The Yamaha Group holds Yamaha Junior Original Concert events that call upon children under 15 years of age studying at Yamaha Music Schools to turn their feelings into music and perform their own compositions. Activities pertaining to Yamaha Junior Original Concert events are carried out in Japan and around the world. Through the common language of music, Yamaha's philosophy of music education is spreading across the globe.

► Yamaha Music Lessons for Adults Catering to Diverse Needs

Yamaha Music Lessons for Adults are provided for a wide range of age groups in locations across Japan. With lessons for everyone from beginners looking to have fun while learning how to play an instrument to intermediate and advanced students dedicated to improving their skills, these lessons allow anyone to enjoy the process of learning and refining music techniques without undue stress. These lessons are provided for learners of all ages at roughly 1,200 site locations across Japan. We offer a variety of courses to match various customer needs, ranging from band courses, vocal and choir courses, wind and string instruments for those planning to play in groups, and keyboard courses for those looking to play alone. As of March 31, 2021, we have a total of 39 courses with approximately 105,000 students. Solo lessons are available as well as small group lessons that allow students to improve their skills with an instrument while enjoying music with their friends through a curriculum that helps overcome any discrepancies in musical experience and original educational materials. Furthermore, classroom- and course-specific recitals and Yamaha-sponsored events are held to give students a chance to show off what they have learned and to spread the joy of music. In addition, we offer "Music and Health" and "Sing for Health" wellness programs that capitalize on the health benefits of music.



Yamaha Music Lesson for Adults



"Music and Health" program

Yamaha Music Lessons for Adults Enrollment

FY1987(started)	FY1991	FY1996	FY2001	FY2006	FY2011	FY2016	FY2021
6,000	40,000	50,000	92,000	105,000	110,000	110,000	72,000

*As of June of each fiscal year (includes "Seishun Pops" course)

► Casual "Seishun Pops" Course for Singing Fun

The "Seishun Pops" course is designed to allow even people with no musical background to have fun singing. This course mainly focuses on popular Japanese pop music or folk songs from the 1960s to 1980s that senior citizens enjoyed in their youth. Without using a score, participants can enjoy songs by singing in harmony or step to the music along with their peers while watching originally made videos. Launched nationwide in 2017, this course had been utilized by approximately 12,000 students at 600 locations as of June 2019.



"Seishun Pops" course

▶ Remote Music School Lessons

In fiscal 2021, the COVID-19 pandemic forced us to temporarily halt lessons at music schools across the globe. However, committed to supporting the uninterrupted learning of students, even during the prolonged closure of music schools, we have begun conducting remote lessons via the internet. By arranging lessons based on the needs of specific customers and regions, we sought out the most effective form for our remote lessons.

Universal Design Initiatives

The Yamaha Group aims to create an environment in which all people can enjoy the pleasures of music, and we promote universal design to help realize a society that is both rich in communication and that allows people of diverse backgrounds to live comfortably and harmoniously.

The Group implements initiatives that give product developers and designers a better understanding and greater awareness of universal design while also working to enhance employee understanding and awareness.

In fiscal 2017, we began participating in the “Company UD Visiting Lectures” universal design program that is part of the efforts of Hamamatsu City, Shizuoka Prefecture, to promote local development through universal design. Through this program, we dispatch employees to perform universal design classes for local elementary students in Hamamatsu City. These classes explore how consideration for various people is reflected in products and services along with companies’ policies regarding universal design and aim to encourage children to look at society and envision their future occupation. In fiscal 2021, at two elementary schools in Hamamatsu City, we held a class on the subject of universal design in sound in which we explained the importance of universal design in city development, using our Remote Cheerer powered by SoundUD™ remote cheering system as an example of our efforts to develop a next-generation universal design sound transmission system as an example.

Looking ahead, the Yamaha Group will continue to engage in such initiatives to spread understanding of universal design and the joy of music.



“Company UD Visiting Lectures” at an elementary school in Hamamatsu City, Shizuoka Prefecture

▶ SoundUD™ Sound Universal Design Support System

Yamaha Corporation is developing and advocating its SoundUD™ collection of cloud technologies and platforms for supporting universal design in sound.

Since 2015, we have been supporting the development of extremely convenient multilanguage voice and character guides employing SoundUD™ technologies. These solutions are designed to cater to the needs of businesses, public facilities, and tourist facilities that are considering measures for addressing inbound tourism and making their facilities barrier-free. Applications for these solutions include broadcasting announcements in multiple languages and allowing users to view translations of Japanese announcements in their native language in real time through a dedicated smartphone application. This system thus enables easy and appropriate communication of the information in Japanese announcements to people who do not understand Japanese, senior citizens, and individuals with impaired hearing.

In addition, Yamaha Corporation was involved in the establishment of a Ministry of Internal Affairs and Communications-sponsored consortium comprised of the National Institute of Information and Communications Technology and eight other organizations aimed at developing advanced multilanguage translation systems. This consortium will develop simultaneous interpretation technologies that will allow for understandings to be reached in real time by all attendees at international events and other venues. The consortium will also work together with nationwide broadcast stations to advance a subtitle support project aimed at providing opportunities for equal access to information by ensuring that everyone, including senior citizens and individuals with impaired hearing, is able to understand television and radio broadcasts.



SoundUD™ promotional image



Concept diagram for universal design of sound societal structure

Furthermore, Yamaha Corporation developed Remote Cheerer powered by SoundUD™, a remote cheering system, together with members of the sports industry, which was heavily impacted by the COVID-19 pandemic in 2020. This system allows for vocal support and claps to be transmitted through speakers at sports stadiums from remote locations with the touch of a smartphone or other device, thereby providing a virtual space in which fans can interact and provide commentary. Remote Cheerer powered by SoundUD™ has been used at more than 450 events, including soccer, baseball, basketball, rugby, American football, professional wrestling, and track and field events, over the year since its launch, relaying the support of over 100 million expressions of support from spectators. These spectators ranged from fans who watching unattended events remotely, people hospitalized due to illness or injury, people raising small children or otherwise too busy to attend, people living overseas, and others who wanted to cheer on their favorite athletes from home or from another remote location.

In 2017, the Group established the SoundUD™ Consortium, an organization in which Yamaha Corporation is acting as the secretariat, with the objective of helping create a sustainable society in which there are no concerns about language or hearing ability. Yamaha Corporation is promoting the creation of innovation and new business models originating from Japan while helping facilitate the popularization of SoundUD™ technologies together with the 342 (as of March 31, 2021) member companies and organizations.

Projects related to the SoundUD™ Consortium have received the following awards in recognition of their concept and the results of their activities.

- Innovative Technologies 2015 Award (held by the Ministry of Economy, Trade and Industry)
- Minister of State for Special Missions Award in 2016 Barrier-Free Universal Design Promotion Merit Award (held by the Cabinet Office)
- Gold Award of IAUD International Design Awards 2016 (in the category of Service Design, held by International Association of Universal Design)
- GOOD DESIGN BEST 100 in 2016 Good Design Award (held by Japan Institute of Design Promotion)
- Semi Grand Prix in Total Solutions category of CEATEC AWARD 2019
- Grand Award of IAUD International Design Awards 2019 (in the category of Communication Design, held by International Association of Universal Design)
- 2019 Good Design Award (held by Japan Institute of Design Promotion)
- Digital Utilization Special Award in 5th Japan Tourism Award (held by Japan Travel and Tourism Association, Japan Association of Travel Agents, and Japan National Tourism Organization (JNTO))
- 2020 Good Design Award (held by Japan Institute of Design Promotion)
- Bronze Award of IAUD International Design Awards 2020 (in the category of Service Design, held by International Association of Universal Design)

▶ **Music Education Solution Utilizing ICT—Smart Education System
Remote Classes Using Online Meeting System**

» [Education Solutions Utilizing ICT](#)

► Creation of New Workplaces and Proposal of Teleworking Solutions

There is currently a social push for workstyle reforms, stimulating a rise in efforts to reduce work hours, achieve appropriate work-life balances, and accommodate diverse workstyles. Against this backdrop, mobile working and teleworking are garnering attention as they allow for easy communication with people in different locations while reducing unnecessary business trip expenses and transportation times. This trend is driving an increase in use of open spaces for office purposes.

In fiscal 2021, teleworking spread rapidly and office workstyles were otherwise transformed in response to the COVID-19 pandemic. As a result, remote meetings, including teleconferences and web conferences, have become an indispensable form of communication in the current social climate. The needs regarding in-office meeting rooms are also diversifying as companies seek to flexibly change layouts to maintain appropriate distance among participants, to more efficiently utilize meeting rooms based on the number of participants and the purpose of the meetings, and to make the sound environments of meeting rooms, which have traditionally been unsuited to remote meetings due to echoes, more ideal for such meetings.

Turning its attention toward such office sound environment issues, the Yamaha Group has been leveraging its accumulated technical and product expertise to help realize office sound environments that allow for conversations and remote meetings to be carried out without fear of being overheard or concern for noise from the surrounding area.

We are also helping combat the pandemic by setting up a teleworking consultation helpdesk, distributing videos on ideal communication methods during the pandemic and their utilization methods, and providing other content for supporting teleworkers.

Example Product: ADECIA Remote Meeting Sound Solution

The ADECIA remote meeting sound solution is a system centered around Yamaha's RM-CG ceiling array microphone and dedicated RM-CR processor. These components were developed based on market demand using the sound-originating voice processing technologies and network market experience Yamaha Corporation has fostered over the course of many years. By combining this system with Yamaha's VXL1-16P Dante and Power over Ethernet (PoE)-compatible line array speaker and its SWR series of PoE-compatible network switches, both of which have been well received by the commercial acoustics market, ADECIA becomes a one-stop solution for remote communication that fully capitalizes on the synergies between our sound and network technologies to accommodate a diverse range of remote meetings.



ADECIA Remote Meeting Sound Solution

» [Unique Sound Environment Products Creating New Workplaces \(in Japanese only\)](#)

» [Teleworking Consultation Helpdesk \(in Japanese only\)](#)

Solutions Utilizing Sound and New Technologies

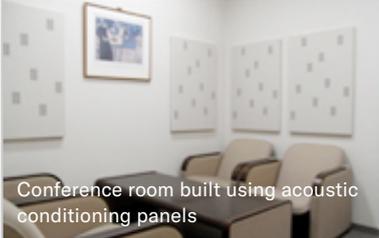
Since successfully manufacturing its first piano in 1900, the Yamaha Group has been advancing its technologies to keep up with the changing times while also continuing to develop traditional acoustic musical instruments as well as musical instruments and technologies using the latest electronic technologies. In addition, the Group continues to create better listening environments through research and development regarding sound fields and related control systems while pursuing superior sounds through the manufacture of sound-generating products. We have also been proposing solutions utilizing technologies such as the sensor technologies cultivated through product development and delivering the content that The Yamaha Group proposes under the current “new normal.”

In January 2021, the Advanced Art Design Laboratory was established jointly between the University of Tokyo’s Research Center for Advanced Science and Technology, Yamaha Corporation, and eight other companies. This laboratory has assembled cross-field research groups consisting of staff from world-leading companies, cutting-edge University of Tokyo researchers, and leading art design professionals. These groups are tasked with swiftly implementing ideas born out of their diverse perspectives and fostering balanced human resources that can address the more complex social issues that will emerge in the future as the development of inclusive societies and social design become increasingly more important, due in part to the push to achieve the targets of the United Nations Sustainable Development Goals (SDGs) put forth for 2030.

» [Music, Discoveries, and New Lifestyles \(in Japanese only\)](#)

Example Products

Products for Creating Better Sound Environments

Products	Feature of sustainability	Related pictures
<p>» VSP-2 Speech Privacy System™ (in Japanese only)</p>	Camouflages conversation with an “information masking sound” synthesized from human speech	
<p>» Acoustic Conditioning Panel (in Japanese only)</p>	Alters reverberations in the room and provides a clear and comfortable acoustic environment	 <p>Conference room built using acoustic conditioning panels</p>
<p>» Avitecs™ soundproof room (in Japanese only)</p>	Easily realizes a reverberant and soundproof space	
<p>» YVC-200 unified communications speakerphone (in Japanese only)</p>	Allows for hassle-free remote communication regardless of time or place	

<p>» TW-E3A and TW-E3B truly wireless Bluetooth earphones (in Japanese only)</p>	<p>Features proprietary Listening Care technology for reducing burden placed on listeners' ears by optimizing sound balance based on volume</p>	
<p>» EP-E70A noise cancelling Bluetooth earphones (in Japanese only)</p>	<p>Features Listening Care, Advanced Active Noise Cancelling for removing interference while faithfully replaying music, and Listening Optimizer for automatically optimizing playback in real time based on listeners' ear shape and usage conditions</p>	

Sensor Technology Application Proposals

Products	Feature of sustainability	Related pictures
Thin-film strain sensors	Monitors human motion in real time by mounting sensors on body supports or training wear	 <p>example use</p>
» Hydrogen leak detector	Features high-speed response and high sensitivity over a wide, dynamic range and supports various forms and leakage volume	

Sound Technology Application Proposals

Products	Feature of sustainability	Related pictures
<p>» SilentBrass™ (in Japanese only)</p>	Makes practicing and performing possible anywhere at any time	
<p>» TransAcoustic™ Piano (in Japanese only)</p>	Enables volume adjustments to be made just like an electric piano	
In-vehicle communication module for automotive emergency	Enables automatic notification during emergencies and hands-free calling	-