

---

### Brother Communication Space P30 and other pages

A showroom that allows outside visitors to experience Brother's past, present and future. It consists of three zones: one that uses images to introduce Brother, one that introduces the manufacturing transitions from the birth of the sewing machine to information and communication equipment, and a hands-on zone where visitors can actually see and touch various Brother products.

---

### Cache P06

The hard disk area on a computer terminal where information downloaded from a video distribution server is stored.

---

### Corporate Governance P09

A system of checks and balances intended to temper any excessive behavior by management. Recently, more companies have manifested their commitment to corporate governance, including the appointment of directors from outside the company.

---

### CRM [Customer Relationship Management] P14 and other pages

A business scheme that builds relations of trust with customers by sharing customer data amongst departments and using it to improve value in services, product development, production and sales.

---

### Dividend on Equity Ratio [DOE] P30

This index shows how much profit corporations distribute to shareholders, who are the rightful owners of a company, in the form of dividends. To arrive at it, total dividends are divided by the capital stock. This is one index, along with dividend payouts, that illustrates the level of the return of funds to shareholders.

---

### EuP Directive P35 and other pages

The EuP Directive, issued on August 11, 2005, establishes a framework for the setting of eco-design requirements for Energy Using Products.

---

### JIG P38

"JIG" stands for the "Joint Industry Guide for Material Composition Declaration for Electronic Products." Its objective is to render testing procedures for chemical substances contained in products and parts made by electronics and electronic equipment companies. The Guide, which took effect in May 2005, is common to Japan, Europe, and the U.S., and sets forth standards for companies responding to inspectional surveys on specified chemical substances and/or supplying parts that may contain these substances. The Guide covers Level A substances (15 substances), the sale and use in products of which is prohibited by inside and outside Japan laws, substances to which limits apply, or those for which reporting is required. They also cover Level B substances (nine substances), which have significant impact on the environment, health, or safety, or for which there is a possibility that hazardous waste controls may be required, or where processing of spent items containing such substances may have a negative impact.

---

### Lead Time P28

The time from product planning to product launch, or the time from a product order to product delivery.

---

### Mobile Viewer P06

A portable viewing device such as a thin display or compact projector.

---

### Mobile Worker P22

A generic term for anyone who works away from the office or desk such as to discuss business by e-mail or cell phone when on the move, input data or photographs in a mobile terminal such as a laptop PC and send them on the spot, etc.

---

### Multiple Sclerosis P31

A disease that causes various nerve disorders because of afflictions to nerves in the brain, spine, etc. It is estimated that approximately 2.5 million people around the world suffer from multiple sclerosis.

---

### PDCA

P09 and other pages

This is a well accepted example of a management cycle. "P" stands for "Plan," "D" stands for "Do," "C" stands for "Check," and "A" stands for "Act." The concept behind it is to implement these four steps, link the resultant improvement to the next plan to run the organization with consistent improvement.

---

### PRM [Partner Relationship Management]

P21

A business scheme for maintaining good relations and building up trust with business partners (sales outlets, dealers, etc.) that provide products and services to customers.

---

### REACH

P35 and other pages

"REACH" stands for the Registration, Evaluation, and Authorization, and Restriction of Chemicals. It was enacted by the EU as of June 1, 2007 with a view to protecting human health and the environment, maintaining and enhancing competitiveness of the European chemical industries, and more. It makes the registration of chemical substances, evaluation of safety, use limits, and proper authorization mandatory for producers.

---

### RoHS Directive

P13 and other pages

The RoHS Directive stands for "the Restriction of the use of certain Hazardous Substances in electrical and electronic equipment." Adopted by the European Parliament and the Council of the EU, this directive bans the sale of electrical and electronic equipment containing six hazardous substances - cadmium, lead, mercury, hexavalent chromium, polybrominated biphenyls (PBB), and polybrominated diphenylether (PBDE) - on the EU market.

---

### Service Support Web site

P21

A Web site that provides service engineers who need to explain or repair products with information that makes their work proceed more efficiently.

---

### SOHO [Small Office Home Office]

P05 and other pages

A form of business that entrepreneurs or sole proprietors use to operate a business with a small number of people out of a small office such as a room in a home or apartment.

\* Brother also views small working groups within a company, people who work and pursue studies and chain franchised stores as SOHO, and develops and provides highly functional compact products for them.

---

### VOC [Volatile Organic Compounds] Regulations P38 and other pages

VOCs are organic compounds that vaporize at a low boiling point. The U.S., Canada, the EU, the U.K., Germany, South Korea, and Japan have laws to restrict VOC emissions with the objective of protecting the ozone layer.

---

### WEEE Directive

P14 and other pages

Waste Electrical and Electronic Equipment Directive adopted by the European Parliament and the Council of the EU. It requires manufacturers to collect and recycle used electric and electronic equipment. It equates to Japan's Home Appliance Recycling Law.