

Eiki

- Celebrating a Milestone -



A half century of innovation
In the audio visual industry!

Founded on October 4, 1953 in Osaka, Eiki Industrial Co. Ltd. Embarked on a program of continuous improvement which ultimately revolutionised projector design and engineering concepts, and made EIKI one of the largest selling brands of audio visual communications technology in the world.

*Our heritage: a source of inspiration for us...
... and a promise of performance for you*

The EIKI Company has been responsible for many innovative breakthroughs, perhaps the most dramatic being the modularisation of the 16mm projector. Since inception the projector had become not only more sophisticated, but also more complicated and costly to manufacture and maintain.

Applying simple concepts, EIKI engineers designed a projector that utilized about half the moving parts of popular projectors of the day, and put 80% of those moving parts on 4 modules (sub-assemblies). The result was a projector that cost less to manufacture, was far more reliable, and much easier to repair than any other.

This focus on quality made EIKI the largest selling 16mm projector in the world, and is the cornerstone of the Company. A new factory was built around the modular design concept which permitted a dramatic increase in productivity. Meanwhile, a sophisticated sales network was established across Japan, and an export infrastructure created to support worldwide distribution.

Today the EIKI brand can be found on both traditional audio visual products such as overhead projectors and audio cassette recorders, and newer technologies such as LCD and DLP data projectors. Wherever it's found, it's a promise of quality.

For more information on EIKI, please visit their website at www.eiki.com

B&H
AUSTRALIA

B&H Australia
Your Visual Communications Partner

www.bhaustralia.com.au
offices in: SYDNEY | MELBOURNE | BRISBANE | PERTH | ADELAIDE | CANBERRA