

# Blu-ray disc and toshiba essay



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toshiba Corporation (Japanese: ??????, Kabushiki-gaisha Toshiba? ) (TYO: 6502) (pronounced: Toe-SHE-buh; japanese pronunciation closer to: TOH-she-bah) is a Japanese multinational conglomerate manufacturing company, headquartered in Tokyo, Japan. The company's main business is in infrastructure, consumer products, electronic devices and components.

Toshiba-made Semiconductors are among the Worldwide Top 20 Semiconductor Sales Leaders. Toshiba is the world's fifth largest personal computer manufacturer, after Hewlett-Packard and Dell of the U.

S. , Acer of Taiwan and Lenovo of China. [2] Toshiba, a world leader in high technology, is a diversified manufacturer and marketer of advanced electronic and electrical products, spanning information & communications equipment and systems, Internet-based solutions and services, electronic components and materials, power systems, industrial and social infrastructure systems, and household appliances. Contents [hide] \* 1

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[edit] History Toshiba was founded by the merging of two companies in 1939. One, Tanaka Seizosho (Tanaka Engineering Works), was Japan's first manufacturer of telegraph equipment and was established by Hisashige Tanaka in 1875. In 1904, its name was changed to Shibaura Seisakusho (Shibaura Engineering Works).

Through the first part of the 20th century Shibaura Engineering Works became a major manufacturer of heavy electrical machinery as Japan

modernized during the Meiji Era and became a world industrial power. The second company, Hakunetsusha, was established in 1890 and was Japan's first producer of incandescent electric lamps. It diversified into the manufacture of other consumer products and in 1899 was renamed Tokyo Denki (Tokyo Electric). The merger in 1939 of Shibaura Seisakusho and Tokyo Denki created a new company called Tokyo Shibaura Denki (?????? ).

It was soon nicknamed Toshiba, but it was not until 1978 that the company was officially renamed Toshiba Corporation. The group expanded strongly, both by internal growth and by acquisitions, buying heavy engineering and primary industry firms in the 1940s and 1950s and then spinning off subsidiaries in the 1970s and beyond. Groups created include Toshiba EMI (1960), Toshiba International Corporation (1970's) Toshiba Electrical Equipment (1974), Toshiba Chemical (1974), Toshiba Lighting and Technology (1989), Toshiba America Information Systems (1989) and Toshiba Carrier Corporation (1999).

Toshiba is responsible for a number of Japanese firsts, including radar (1942), the TAC digital computer (1954), transistor television and microwave oven (1959), color video phone (1971), Japanese word processor (1978), MRI system (1982), laptop personal computer (1986), NAND EEPROM (1991), DVD (1995), the Libretto sub-notebook personal computer (1996) and HD DVD (2005). In 1977, Toshiba merged with the Brazilian company Semp (Sociedade Eletromercantil Paulista), forming Semp Toshiba

In 1987, Toshiba Machine, a subsidiary of Toshiba, was accused of illegally selling CNC milling machines used to produce very quiet submarine

propellers to the Soviet Union in violation of the CoCom agreement, an international embargo on certain countries to COMECON countries. The Toshiba-Kongsberg scandal involved a subsidiary of Toshiba and the Norwegian company Kongsberg Vaapenfabrikk. The incident strained relations between the United States and Japan, and resulted in the arrest and prosecution of two senior executives, as well as the imposition of sanctions on the company by both countries. 3] The US had always relied on the fact that the Soviets had noisy boats, so technology that would make the USSR's submarines harder to detect created a significant threat to America's security. Senator John Heinz of Pennsylvania said " What Toshiba and Kongsberg did was ransom the security of the United States for \$517 million. " In 2001, Toshiba signed a contract with Orion Electric, one of the world's largest OEM consumer video electronic makers and suppliers, to manufacture and supply finished consumer TV and video products for Toshiba to meet the increasing demand for the North American market.

The contract ended in 2008, ending 7 years of OEM production with Orion. In December 2004, Toshiba quietly announced it would discontinue manufacturing traditional in-house cathode ray tube (CRT) televisions. In 2006, Toshiba terminated production of in-house plasma TVs. Toshiba quickly switched to Orion as the supplier and maker of Toshiba-branded CRT-based TVs and plasma TVs until 2007. To ensure its future competitiveness in the flat-panel digital television and display market, Toshiba has made a considerable investment in a new kind of display technology called SED. Before World War II, Toshiba was a member of the Mitsui Group zaibatsu.

Today Toshiba is a member of the Mitsui keiretsu (a set of companies with interlocking business relationships and shareholdings), and still has preferential arrangements with Mitsui Bank and the other members of the keiretsu. Membership in a keiretsu has traditionally meant loyalty, both corporate and private, to other members of the keiretsu or allied keiretsu. This loyalty can extend as far as the beer the employees consume, which in Toshiba's case is Asahi. In July 2005, BNFL confirmed it planned to sell Westinghouse Electric Company, then estimated to be worth \$1.8bn (? 1bn). 4] The bid attracted interest from several companies including Toshiba, General Electric and Mitsubishi Heavy Industries and when the Financial Times reported on January 23, 2006 that Toshiba had won the bid, it valued the company's offer at \$5bn (? 2.8bn). The bid surprised many industry experts who questioned the wisdom of selling one of the world's largest producers of nuclear reactors shortly before the market for nuclear power is expected to grow substantially; China, the United States and the United Kingdom are all expected to invest heavily in nuclear power. [5] The acquisition of Westinghouse for \$5. bn was completed on October 17, 2006, with Toshiba obtaining a 77% share, and partners The Shaw Group a 20% share and Ishikawajima-Harima Heavy Industries Co. Ltd. a 3% share Also, in late 2007, Toshiba's logo replaced the former Discover Card logo on one of the screens atop One Times Square. It displays the iconic New Year's countdown on its screen, as well as messages, greetings, and advertisements for the company. In January 2009, Toshiba acquired the HDD business of Fujitsu. [6]Transfer of the business is supposed to conclude at the end of the fiscal 1st quarter of 2009. [7]

Toshiba also manufactures small home appliances, most notably fully automatic digital rice cookers. [edit] Current status In March 2008, Toshiba announced that it had launched a new company in America called, “ Toshiba America Nuclear Energy corp”. The primary mission of the company is marketing and promoting advanced boiling water nuclear power plants and providing related support services. Toshiba is believed to be involved in preparing (together with the Central Research Institute of Electric Power Industry) a small (30MW) nuclear plant Toshiba 4S for installation at Galena, Alaska[8].

Toshiba occupies a good position in the worldwide market of semiconductors, see Worldwide Top 20 Semiconductor Market Share Ranking Year by Year. In April 2009 Toshiba said it was cutting 270 jobs in Britain to move production to Poland. The firm said it was stopping the production of flat-screen televisions at its factory in Plymouth, southwest England. As a result warranty and parts departments are expected to move to Eastern Europe causing difficulties when dealing with faults and returns. Anyone purchasing LCD Televisions from 1 September onward will not be covered under the standard warranty scheme.

On September 7, 2009, Toshiba announced that they will no longer manufacture flat panel televisions in the Plymouth, England. Production will now move to their plant in Bratislava, Slovakia. Service and spare parts will also move to the plant in the Czech Republic, and their new call centre in Mumbai, Maharashtra, India will handle customer care and returns. [edit] In-house companies \* Toshiba Laptops \* Laptop Computing UK \* Laptop Computing IE \* Laptop Computing SW \* Laptop Computing FI \* Laptop

Computing DK \* Laptop Computing NO Digital Products Group \* Mobile Communications Company \* Digital Media Network Company \* Personal Computer & Network Company, including Business Communications Division \* Electronic Devices & Components Group \* Semiconductor Company \* Display Devices & Components Control Center \* Hard Disk Drive & HDDs with Full Disk Encryption (FDE) via Fujitsu[9][10] \* Infrastructure Systems Group \* Toshiba Power Systems Company (Combined-cycle gas power plants, nuclear power plants, hydro-electric power plants, and associated components) Westinghouse Electric Company (Acquired October 2006) \* Toshiba Industrial Systems Company (Electrical equipment) \* Social Infrastructure Systems Company[11] \* Toshiba TEC Corporation \* Retail Solutions \* Multi Function Peripherals \* Auto ID Solutions \* Barcode Printers \* RFID Products \* Inkjet head [edit] Corporate affairs [edit] UPS involvement After becoming aware that some customers felt that the repair process for broken laptops was too long, Toshiba partnered with the United Parcel Service (UPS) to design a more efficient repair process.

Customers are told to drop off their laptops at a UPS Store, from which they will be shipped to Toshiba for repairs and then sent back to the customer. The laptops are in fact shipped off to an authorized UPS-run repair facility in Louisville, Ky, where UPS repairs the laptops themselves and ships them back to the customer directly. [12] [edit] HD DVD On February 19, 2008, Toshiba announced that it was to drop its format in the HD DVD ' war' with Sony and Pioneer-backed Blu-ray Disc devices. [13] Following a review of its business, Toshiba said it would stop production of HD DVD players and recorders.

The HD DVD format had suffered as most of the major US film studios backed the Blu-ray format, which was developed by Sony, Panasonic, Philips and others. Toshiba's President, Atsutoshi Nishida, announced " We concluded that a swift decision would be best [and] if we had continued, that would have created problems for consumers, and we simply had no chance to win". Toshiba continued to supply retailers with machines until the end of March 2008. Toshiba then continued to provide technical support to the estimated one million people worldwide who owned HD DVD players and recorders.

Toshiba's president has stated that the company has no intention of manufacturing Blu-ray disc players and he also said that Toshiba will " think about its role in online video-downloading more seriously". The press release stated the following; " Toshiba also intends to maintain collaborative relations with the companies who joined with Toshiba in working to build up the HD DVD market, including Universal Studios, Paramount Pictures, and DreamWorks Animation and major Japanese and European content providers on the entertainment side, as well as leaders in the IT industry, including Microsoft, Intel, and HP.

Toshiba will study possible collaboration with these companies for future business opportunities, utilizing the many assets generated through the development of HD DVD. " The HD DVD versus Blu-ray battle has been likened to the VHS versus Betamax war of the 1980s. Because the format war ended in early 2008 with the Blu-ray Disc backed up by all four major Hollywood Studios, Toshiba has announced a new line of stand alone Blu-ray players as well as drives for PCs and laptops. The Japanese firm also stated <https://assignbuster.com/blu-ray-disc-and-toshiba-essay/>



to be joining the BDA, the industry body which oversees development of the high-definition format. 14] [edit] Environmental Record Ambox content. png

This article may contain original research or unverified claims. Please improve the article by adding references. See the talk page for details. (June 2008) E-waste is something that negatively affects the environment due to improper discard of items such as computers, DVD players, and cell phones. [15] Most e-waste is hazardous to the environment because of its tendency to release toxic materials, such as lead and mercury, into soil and water, which later affect human, animal, and vegetation health. [15]

Toshiba has been making efforts to lessen their impact on the environment. They tied for first place in Greenpeace's seventh edition of its Guide to Greener Electronics. [16] [16] Toshiba received 7.7 points out of ten points possible, showing its improvement in recycling and chemical use since the last edition when it was only ranked number six. [16][17] Toshiba focused on improving their score in Individual Producer Responsibility (IPR), which measures how efficiently a company deals with e-waste that is created from their own products that are thrown away. 18] Toshiba also partnered with China's Tsinghua University in 2008 in order to form a research facility to focus on energy conservation and the environment. [19] The new Toshiba Energy and Environment Research Center is located in Beijing where forty students from the university will work to research electric power equipment and new technologies that will help stop the global warming process. [19] Through this partnership, Toshiba hopes to develop products that will better protect the environment and save energy in China. 19] This contract between Tsinghua University and Toshiba originally began in October 2007

when they signed an agreement on joint energy and environment research.

[19] The projects that they conduct work to reduce car pollution and to create power systems that don't negatively affect the environment. [19]

[edit] Main competitors [edit] Electronics \* Panasonic \* Samsung \* STMicroelectronics \* Sony \* JVC \* Thomson SA \* Hewlett-Packard \* Sharp Corporation \* Philips \* Hitachi \* Pioneer \* Mitsubishi Electric \* Daikin \* LG-Philips LCD \* Dell \* General Electric \* Siemens Apple Inc. \* Fabrik \* Compaq [edit] Nuclear Power Plants \* Areva \* Hitachi \* Mitsubishi [edit] Power Systems Division (Turbines) \* Alstom \* GE \* Hitachi [edit] See also \* HD DVD \* Toshio Doko \* Toshiba DynaSheet \* Toshiba Satellite, Toshiba Portege, Toshiba Tecra, Qosmio, Libretto and Equium \* Toshiba Samsung Storage Technology Corporation, joint venture between Toshiba and Samsung \* Sord Computer Corporation, a wholly-owned subsidiary of Toshiba \* Flash memory o SmartMedia o xD-Picture Card \* Digital audio player o Gigabeat \* List of digital camera brands List of computer system manufacturers [edit] Sports teams \* Toshiba Brave Lupus – rugby [edit] References 1. ^ “ Toshiba Corporation Earnings Release FY2008” (PDF). <http://www.toshiba.co.jp/about/ir/en/library/er/er2008/fy/ter2008fye.pdf>. 2. ^ Gartner, Inc. (2008-01-16). “ Gartner Says Worldwide PC Market Grew 13 Percent in 2007”. Press release. <http://www.gartner.com/it/page.jsp?id=584210>. Retrieved 2008-01-18. 3. ^ Seeman, Roderick (April, 1987). “ Toshiba Case—CoCom – Foreign Exchange and Foreign Trade Control Revision”. The Japan Lawletter. <http://japanlaw.nfo/lawletter/april87/fdf.htm>. Retrieved 2007-09-18. 4. ^ “ BNFL plans to sell Westinghouse”. BBC News. 2004-07-01. <http://news.bbc.co.uk/1/hi/business/4640411.stm>. Retrieved 2007-06-11. 5. ^ “ BNFL to sell US power plant arm”. BBC News. 2004-01-23. [https://assignbuster.com/blu-ray-disc-and-toshiba-essay/](http://news.bbc.co.https://assignbuster.com/blu-ray-disc-and-toshiba-essay/)

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