

January 12, 2016

**Center for Generating Innovation**

**Construction of Yamaha's "Innovation Center" Research and Development Building**

**First Floor Will House an Exhibition Space Tentatively Titled "Innovation Road."**

Yamaha Corporation

Yamaha Corporation (Headquarters: 10-1 Nakazawa-cho, Naka-ku, Hamamatsu, Shizuoka) has made the decision to construct a new research and development building, on the grounds of its Headquarters in Hamamatsu.



Architect's illustration of the completed "Innovation Center"

Construction of the new building is scheduled to be completed in spring 2018, and it will be equipped with the latest laboratory research facilities for further enhancing Yamaha's core technologies. Plans call for the center to have seven stories above ground and a total floor space of 35,000 square meters. The new building will provide office space for the approximately 1,100 technical personnel in Yamaha's R&D organization who are now dispersed in the Headquarters building in Hamamatsu and in the Toyooka Plant (in 203 Matsunokijima, Iwata City, Shizuoka). The new building, along with Yamaha's existing R&D facilities (now located in Buildings No. 18 and No. 20) will be positioned as Yamaha's "Innovation Center" that will bring together about 2,500 Yamaha R&D technical personnel in one location.

The first floor of the new building will house an exhibition space that (tentatively) has been named "Innovation Road," which will display the history of product development at Yamaha. "Innovation Road" will offer visitors, including Yamaha employees and guests, with opportunities to view the timelines of innovative products that Yamaha has created. It will also enable visitors to sense the thoughts of Yamaha engineers and the DNA that is imbedded in Yamaha product development processes.

Yamaha is already drawing on its expertise and sensitivities, gained from our devotion to sound and music, to conduct R&D related to its wide lineup of products and services, including especially musical instruments and audio equipment. The construction of the new development building will provide additional opportunities for further enhancing the efficiency of Yamaha's development activities as well as stimulating innovation by promoting interchange among technical personnel and collaboration both internally and with related parties outside Yamaha.

### **Outline of the New Development Building**

- Name: "Innovation Center" development building (Headquarters Building No. 21)
- Outline of the building structure
  - Number of floors: Seven floors above ground (including some one-story structures)
  - Total construction area: Approximately 10,000 square meters
  - Total floor area: Approximately 35,000 square meters
  - Height of the structure: Approximately 32 meters
- Floor layout:
  - First floor: Lobby, exhibition space, special laboratories, etc.
  - Second to seventh floors: Office space, laboratories cafeteria, etc.
- Total investment cost: Approximately ¥10.0 billion
- Construction schedule:
  - February 2016: Design work begins
  - End of 2016: Construction to begin
  - Spring 2018: Completion of construction

Note: Specifics of the above outline may undergo change during the design stage.

### **For further information, please contact:**

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