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**FUJI XEROX'S BUSINESS INNOVATION ACTIVITY WINS
JAPAN MANAGEMENT ASSOCIATION'S *KAIKA* PRIZE****RECOGNIZED FOR THE ACTIVITY'S CONTRIBUTION TO
ORGANIZATIONAL VITALIZATION AND HUMAN RESOURCES DEVELOPMENT**

TOKYO, September 11, 2012 – Fuji Xerox Co., Ltd. has received the *KAIKA* (performance improvement) Prize in the *KAIKA* Awards 2012, organized by Japan Management Association for the Plism* Activity – Engineers Change the World! – conducted by its Controller Development Group to innovate its business activities and organization by fostering staff's challenging spirit. The award ceremony was held today.

The Plism Activity was introduced in April 2008, and participants develop small groups and are allowed to spend 10 percent of their working hours on a topic that they choose.

The prize was awarded in recognition of the following features of the Plism Activity:

- It invigorates the organization by encouraging engineers who formulate small groups to capture new technological trends based on their own ideas.
- It encourages engineers to generate new ideas beyond the regular working boundaries, thereby enabling them to be more creative in being free from their routine duties.
- It is an officially approved activity with involvement of senior management, and their advisory and communications support the activity to take root in the organization even though the activity itself is informal
- Through this informal activity, it develops self-motivated employees and improves job performance of their primary work.

The activities include a robot contest to promote human resource development, new ideas for smartphone applications, and new technology research that would realize cost reductions, some of which may lead to commercialization. Depending on the theme, the activity is jointly conducted with Fuji Xerox's other research departments as well as third parties such as universities and other companies.

* Plism is a Fuji Xerox's coined word for the activity.

About *KAIKA* Awards 2012

In order to promote human resource development in companies and industries, the Japan Management Association has been presenting Japan Management Association (JMA) Human Resource Development (HRD) Excellence Awards since 1988 to organizations that have improved and reinforced their own business performance through competency development.

JMA HRD Excellence Awards have been renamed as the *KAIKA* Awards timed to coincide with the establishment of the *KAIKA* Project. The award categories have also been changed from “Strategy,” “System,” “Effect,” and “Culture,” to the four *KAIKA* criteria of “Sociality of organization,” “Organizational dynamism,” “Individual dynamism,” and “Value creation process,” based on the three viewpoints of individual, organization and society. The *KAIKA* Project encourages *KAIKA* (performance improvement) activities conducted by member corporations and organizations, and offers support for smooth and effective project operations, including honoring the best cases with the *KAIKA* Awards and providing project operation know-how. At the same time, the *KAIKA* Lab has been established to study the winning cases towards the brushup of a *KAIKA* model.

By awarding best practices, JMA aims to promote activities that embody the *KAIKA* ideal to widely invigorate both industry and society.

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