Business Model

Anritsu's business is based on the development of cutting-edge technologies, products, and services. We have continued to have a corporate structure that is quick to adopt changes in line with the times. Anritsu will continue to pioneer new areas of value and new fields of business that go beyond conventional "testing" in order to help build a sustainable future for the global community.

Test and Measurement Business

Test & Measurement Company

The current Test and Measurement Business consists of three market segments: The mobile market segment, which is primarily engaged in the development of mobile terminals for mobile communication systems, such as smartphones, and modem chipsets embedded in these terminals, as well as in the manufacturing of mobile terminals. The network infrastructure market segment, which is largely comprised of the optical and digital test instruments for the development and manufacture of optical devices used in the optical communication parts of servers, routers, and other communications equipment installed in data centers. And the electronics market segment, which we provide telecommunication components and general-purpose telecommunication test instruments for customers such as universities and research institutes.

In the mobile market segment, which accounts for about 60% of the Test and Measurement Business, the specifications of mobile communication systems have been updated frequently since the introduction of the 3rd generation mobile communication system (3G), so we quickly switched from providing test instruments on a one-time fee sales to a recurring business model where test instruments are updated as needed via software. In particular, responding to the changes of the specifications of "communication protocols" which is the mechanism for providing various functions, we have been able to catch up and reflect them in the software update quickly and in timely manner.

This acquisition of protocol technology in 3G and the subsequent improvement of corresponding technology with the evolution to 4G and 5G has created a technological advantage for us in the 5G smartphone development market and is a barrier to entry for our competitors. Currently, we believe that the companies that can catch up with this mobile communication protocol in a short period of time is limited to about two; Keysight Technologies (U.S.) and Rohde & Schwarz (Germany).

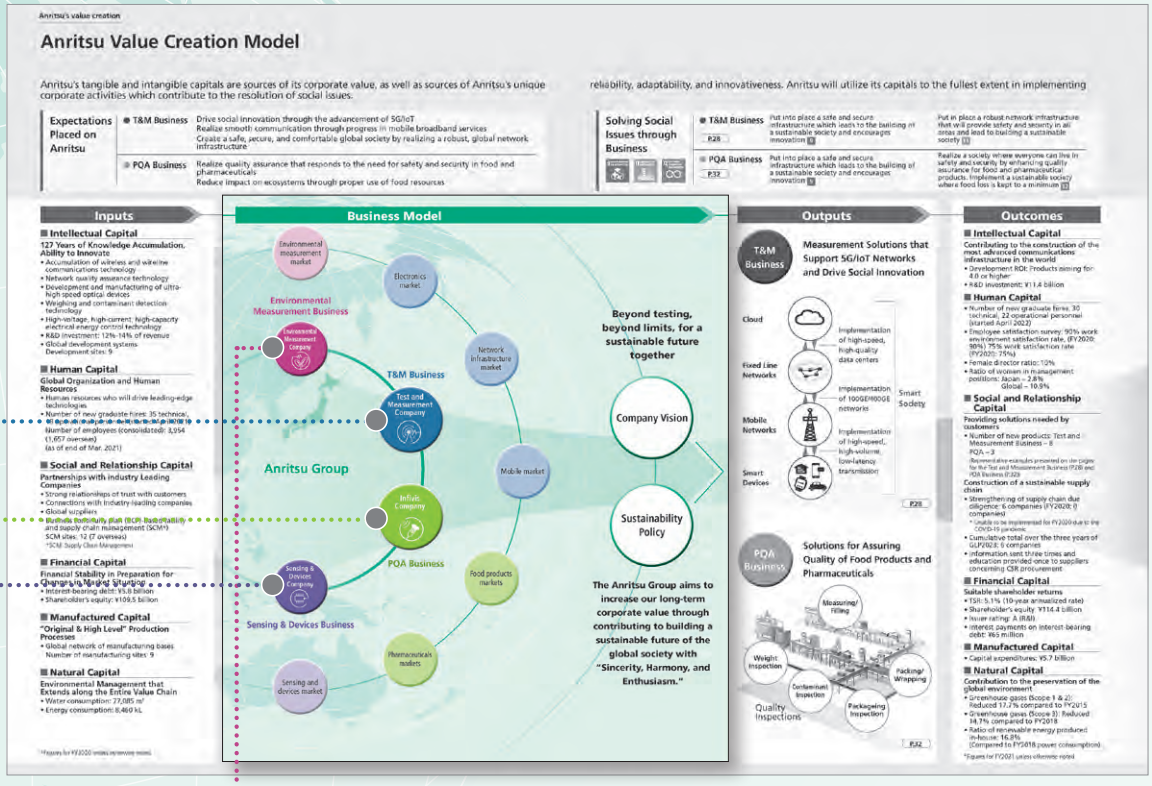
PQA Business

Infivis Company

The current PQA business primarily targets two market segments: the food market and the pharmaceuticals market. We offer three types of products to both of these markets which share the same fundamental measurement technology: Weighing machines that use technology to measure the mass of objects moving at high speed, metal detectors that use technology to detect metals from magnetic field fluctuations, and X-ray inspection machines that use transmitted X-rays to visualize internal structures. By combining these with signal processing and noise reduction technologies which we have accumulated over our long history, and the latest AI technology, we have realized a provision of more accurate sensors and image analysis. By detecting minute metallic foreign objects and non-metallic substances such as bones in meat, we have helped improve the quality of food and pharmaceutical products for our customers.

In addition, recently, our equipment has been helping our customers by compensating for labor shortages by substituting the inspection work traditionally performed by human eyes such as detection of missing product or seal defects.

There are many competitors who handle the same type of inspection equipment both in Japan and outside Japan, but the majority of the Japan market is shared among two Japanese companies Anritsu and Ishia. In the markets outside Japan, METTLER TOLEDO (Switzerland), Ishida, and Anritsu are competing for market share.There are many competitors who handle the same type of inspection equipment both in Japan and outside Japan, but the majority of the Japan market is shared among two Japanese companies Anritsu and Ishia. In the markets outside Japan, METTLER TOLEDO (Switzerland), Ishida, and Anritsu are competing for market share.



Environmental Measurement Business

Environmental Measurement Company

The Environmental Measurement Business, launched in fiscal year 2020 as a new business foundation with the goal of helping Anritsu to become a ¥200 billion company by fiscal year 2030, provides solutions to support remote monitoring of social infrastructure such as roads, rivers, and dams using image information processing technology and advanced communication technology we have accumulated over the years.
We also provide support for local 5G deployments, which are telecommunications infrastructures that use the latest 5G technology and enable the construction of telecommunications networks that are independent of telecommunications operators.

In addition, the electric vehicle and battery measurement market is expected to grow in the future among the wide range of environmental measurement markets. Therefore, to accelerate expansion into this market, in January 2022, we have made Takasago, Ltd., a consolidated subsidiary which has one of the most accurate, highly stable, and efficient power supply technologies, battery evaluation technologies, and power regeneration technologies in Japan.

Sensing & Devices Business

Sensing & Devices Company

In fiscal year 2020, we changed the name of this business segment to Sensing & Devices. Its main business is to provide key devices, the base of Anritsu's core-competance, for its own test instruments. In recent years, we have applied our semiconductor technology to manufacfture semiconductor lasers and optical amplifiers for optical communications for sales outside Anritsu group.

Toward achieving the goal for Anritsu to become a ¥200 billion company by 2030, we will enhance our solutions for the sensing market by utilizing our crystal growth technology for semiconductor lasers, which we have accumulated over the years, and our high-coherence wavelength sweeping technology and highly reliable SLD (Super Luminescent Diode) light source.