

# Business Development for Creation of New Lifestyles

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Create new lifestyles by connecting digital devices in homes to networks and by linking homes to each other.

The complete digitalization of home (*“ie marugoto dejitaru-ka”*),  
*“ie deji”* for short.

We aim to make the digitalization of homes come up in our everyday conversations as the next logical step following the digitalization of terrestrial broadcasts and to disseminate the idea throughout society.