

CISRA

LOCAL IDEAS, GLOBAL IMPACT

THE CHALLENGE

CISRA'S PRIMARY CHALLENGE IS TO REMAIN COMPETITIVE IN THE GLOBAL R&D MARKET.

HOW WE RESPOND

CiSRA is an increasingly rare entity. Most of the other large multinational R&D centres in Australia have closed down or reduced their presence. This illustrates the difficulties of remaining competitive with lower-cost regions but it also shows our core advantage. We are in a unique position to attract and retain talented employees who want to do long term research and have their solutions implemented on a global scale.

ECONOMIC OBJECTIVES

Our primary objective is to continue to add value to Canon by creating strong core technologies and strong patents. In order to do this, our plan is to change our focus so that we are more research oriented. We are collaborating more and more with our sister companies in regions such as the Philippines and India. While they do more of the short term development work we are increasingly focusing on the creative side.

CiSRA has a very good track record in spotting trends. Some of our successful projects have included:

- Ultra Fast Rendering (printers and multifunction devices)
- Image compression (digital camera)
- Video surveillance/analysis (network video solutions)

CiSRA Managing Director, Hayao Ozu, explains some of the advantages that CiSRA has among Canon's R&D companies:

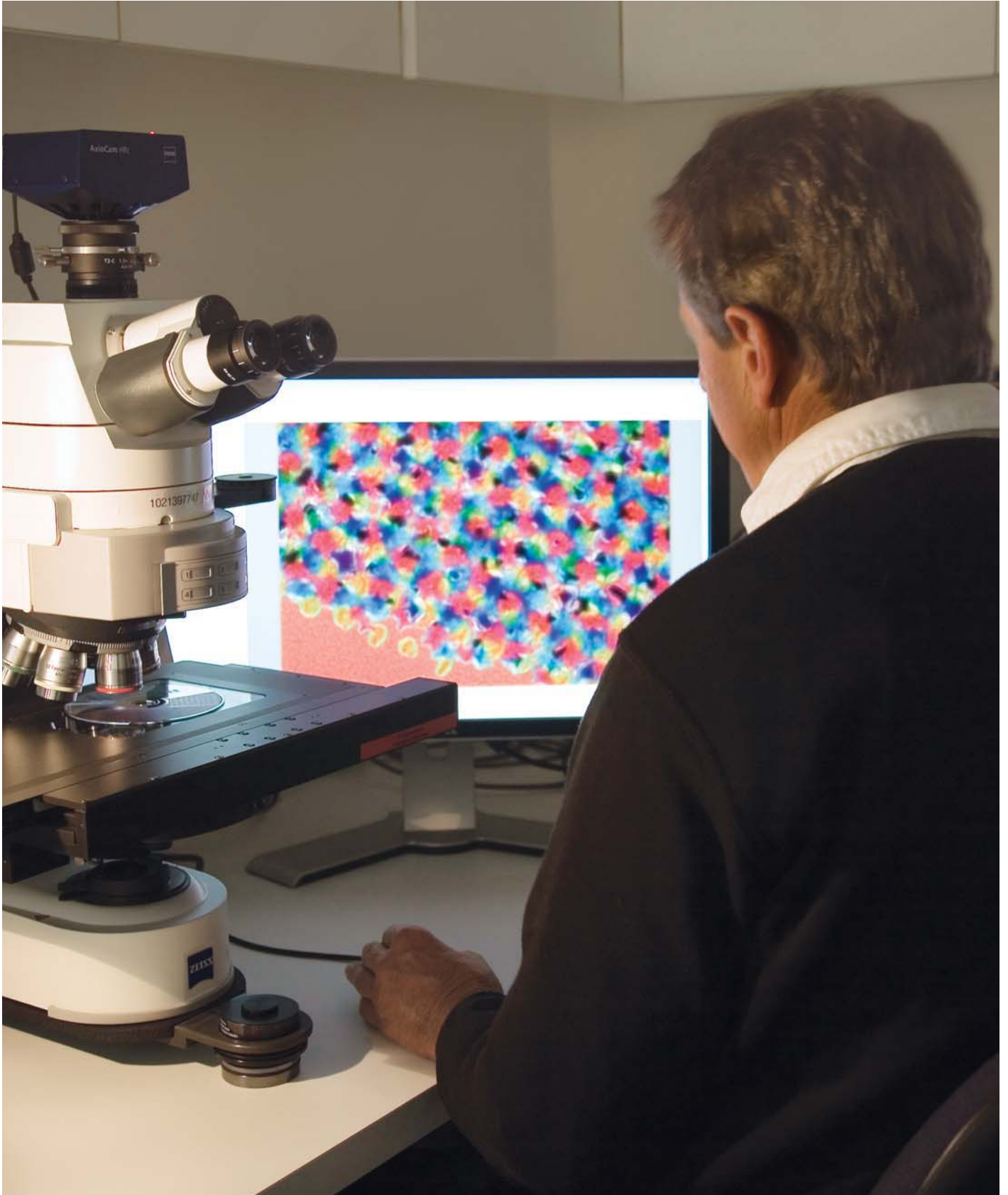
"A big focus at present is to assist Canon with achieving its goal of being the leading company for cross-media imaging by 2010. Because the kind of technology needed strongly depends on the market such as, home office, business or consumer market, we benefit from having a strong collaboration with Canon Australia.

"Another one of our strengths is that Australian engineers really enjoy their work, and they are very keen to improve their own skills. They are very proactive and highly focused on their technology."

In order to stay at the cutting edge creatively, CiSRA's key tool is a very strong employee development program, making sure that employees have the right technical knowledge and also the knowledge of how to protect the company's intellectual property.

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Mr Hayao Ozu, Managing Director, CiSRA



Indirect economic contribution

Apart from contributing \$50 million export dollars to the Australian economy each year and more than 400 Australian patents and 200 in the US since the company's inception, CiSRA makes an important contribution to the maintenance of Australia's technical infrastructure. This is partly through its interaction with universities by offering job opportunities to talented university graduates and working with universities to improve their technology curricula. We also do this through direct involvement. For example, CiSRA is an active member of the Hargraves Institute, a collection of dissimilar companies that collaborate to share and develop ideas about innovation in technology in Australia.



CASE STUDY

ATTRACTING THE RIGHT PEOPLE

French-born Myriam Amielh has travelled the world with her highly specialised mathematics and computer science skills. She has a PhD in image processing and is now an Associate Manager at CiSRA.

"We develop technologies to improve the quality of Canon devices," she says. "We're given problems and we work out which technology from physics or mathematics can help solve them. We develop conceptual functions and then implement those functions into prototypes."

The recruitment process for Canon's high-level skills sets is rigorous. Researchers such as Myriam are sometimes recruited from overseas, but CiSRA is also committed to developing its own engineers and scientists.

SOCIAL OBJECTIVES

We value the diversity of our workforce. In 2007, a group called WE@CiSRA (Women Engineers at CiSRA) was established to increase awareness of the gender imbalance in the IT industry and provide a forum for all employees to discuss ways to ensure that everyone can make a strong and equal contribution.

To support this, WE@CiSRA has organised informal lunches and guest speakers to present at weekly lunchtime seminars and they have been very popular with both men and women.

CiSRA is committed to providing encouragement to computer science, physics, mathematics and engineering university students. We do this by sponsoring university prizes for academic excellence in these disciplines.

ENVIRONMENTAL OBJECTIVES

A group of employees with a common desire to make CiSRA, Canon and the world a greener place established the CiSRA Environment Committee (CEC). To raise consciousness about environmental issues, the group organised quizzes and newsletters.

The responsibilities of this volunteer group are to:

- Promote environmental awareness in CiSRA
- Assist with ongoing ISO14001 compliance
- Organise environmental activities for employees
- Manage the car pooling system

CEC also organised participation in several annual events including:

- Cleanup Australia Day
- National Tree Planting Day
- Sydney-to-the-Gong bike ride

Last October, CiSRA joined in the first national Ride to Work Day in which 31 CiSRA employees cycled to work, some for the first time. Our participation rate of 10.5% saw CiSRA win the NSW Workplace Challenge for companies with more than 250 employees.

This year, CiSRA and Canon Australia brought in environmental consultants to conduct a greenhouse gas audit for our companies, the result of which will be recommendations for a range of energy-reducing improvements.

Below: CiSRA employees who participated in Ride to Work Day.

