
The competition becomes tougher between
Toppan Printing and Dai Nippon Printing in solar cell development

-Development Trend Analysis by XLUS[®]-

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Toppan Printing Co., Ltd. and Dai Nippon Printing Co., Ltd. are making the R&D investment in the solar cell area increase as business development which harnessed the film-forming technology which both companies have. Although the ratio of patent number of solar cell technology was less than 1%, it is actually expanded rapidly in recent years. Solar cell technology is in existing research core technology. Centrobaric distance index used as need for synergies with existing technologies is less than 1.0. That is, it can be said that it is a development area currently set to one of the central enterprises, harnessing the existing resource. However, there are still little peripherals technologies and it is considered to be development developing regions in the company.

As for the development domains where both companies are working among the whole solar cell technology, an aim is becoming settled in the dye sensitizings products. Since synergies with existing technologies of both companies is expectable, while it is thought with low and development investments that development of new businesses is possible, the dye sensitizings products which both companies are aiming at is also a business which a sharp and other companies already precede and are furthering development. The competitive relation between Toppan Printing and Dai Nippon Printing will take part here in the planning. The degree of competition of both companies is increasing every year. It cannot look aside to future transition based on the synergistic effect with the technical originality of each company, and circumference technology.

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Fig.1: Toppan Printing's positioning of the "solar cells" related domain

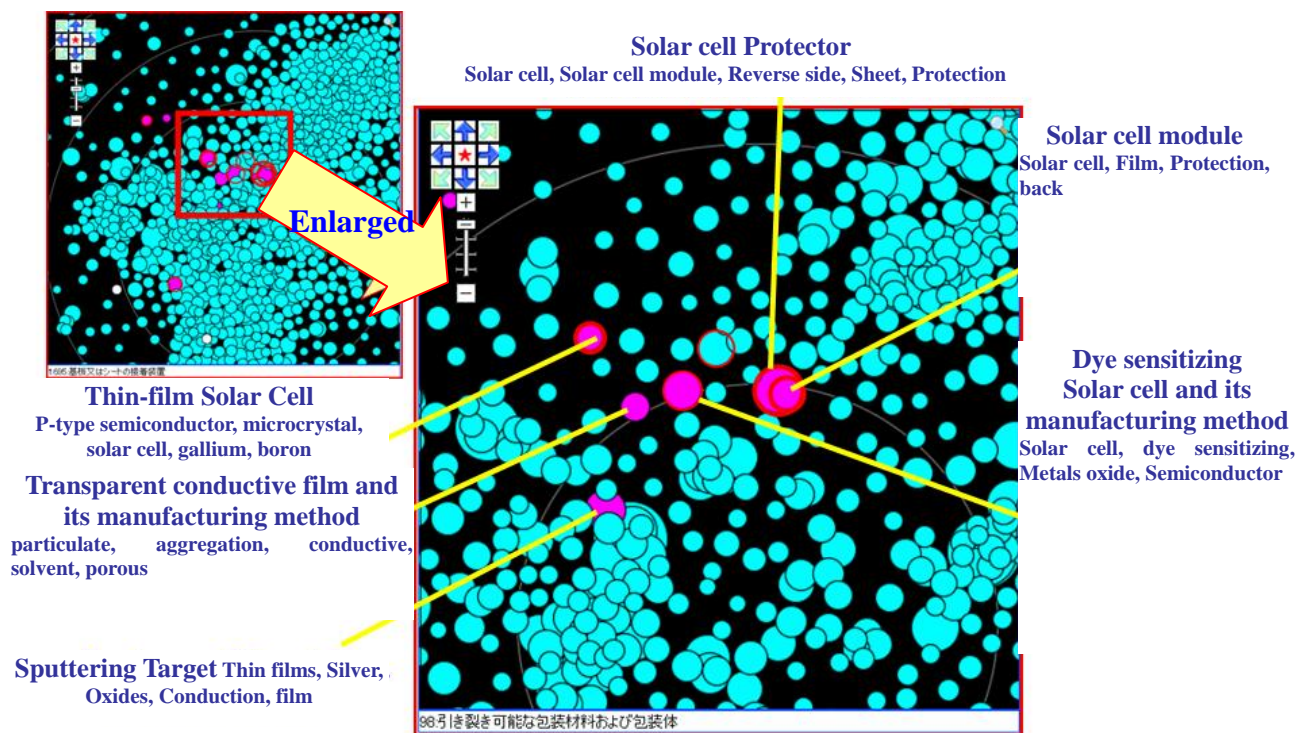
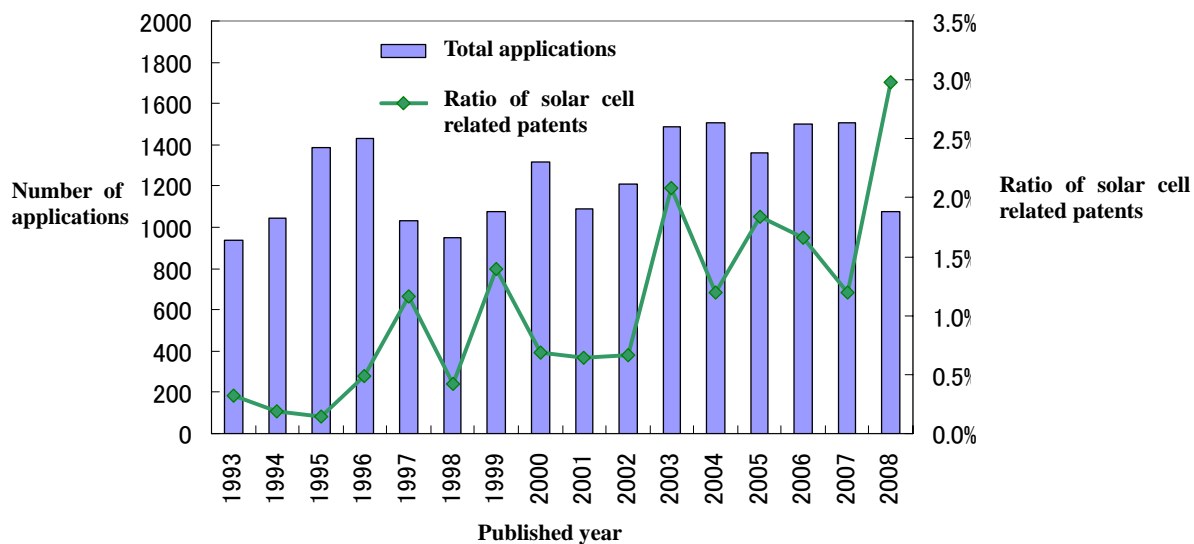


Fig.2: Toppan Printing's annuals changes of the patent applications and the "solar cells" related patent applications



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