

National Introducing USIT in Matsushita Electric Works

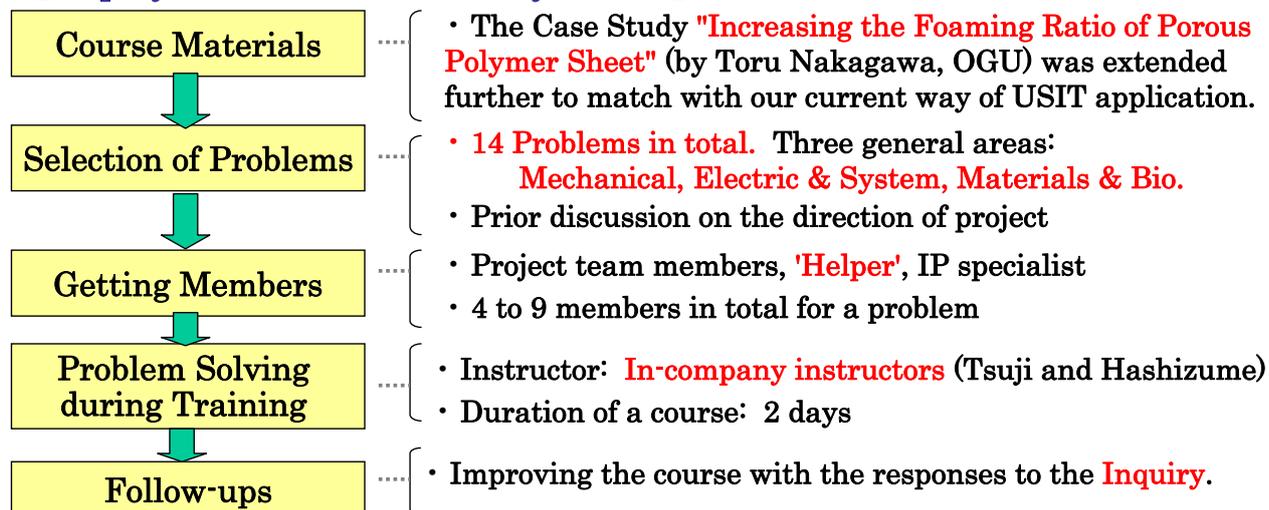
Matsushita Electric Works

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【Goals】 Introduce USIT (Unified Structured Inventive Thinking) for the purpose of:

- Patent applications to form patent barriers against competitors
- Effective Research and Development

【Deployment Process and Key Points】



English translation by Toru Nakagawa (OGU) Matsushita Electric Works

National 【Results and Future】

Applied USIT to 14 real industrial projects

with our own operation (in-company instructors)

- Generated **27 ideas** in average for each problem
- Majority (92 %) of the trainees recommended the usage of USIT.
- **Proved its applicability in all the three areas of Mechanical, Electric & System, and Materials & Bio.**
- **Effectiveness to problems was evaluated pretty good (3.6 points)**
- Deployed USIT in Corporate Labs, and in R&D of 4 (among 6) Business Units.

Area \ Item	No. Problems	Understanding USIT (5-point method)	Recommending USIT (% of people)	Effectiveness to problems (5-point method)	Ideas created (average)
Mechanical	6	3.9	100	3.6	27
Electric & System	5	3.9	91	3.4	21
Material & Bio	3	3.8	80	3.8	40
Average	(14)	3.9	92	3.6	27

Future: Extending real project application and starting an engineers training program, we are going to deploy USIT company wide.

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