



Yoshiaki Yoshida

Representative Director, President & CEO

What strategies have you implemented at your organization to contribute to it being named a 2018 Thomson Reuters Top 100 Global Technology Leader?

As the digital transformation progresses, semiconductors are increasingly essential in all arenas of innovation. Advantest develops and provides technologies to accurately and efficiently test semiconductors that are faster and more complicated and feature larger capacities than previous ICs. Our guiding strategy is to work closely with customers on the leading edge of technology to develop and provide the test solutions they need, so that we and our customers can grow sustainably, together.

What does technology leadership mean to you?

Semiconductor manufacturers—our customers—are driving the digital transformation. Our vision of technology leadership means providing leading-edge test solutions to ensure that customers' leading-edge semiconductors function properly, thus ensuring their durability, and supporting customers in their mission of providing leading-edge products.

How is the changing technology landscape impacting your business?

As semiconductors, and the environments in which they are used, become more complex, development turn-around-time are paradoxically becoming extremely tight. In these circumstances, customers need test solutions not only for volume production, as was the case hitherto, but also to test chips from the initial development stage, through production, and when they are incorporated in products such as smartphones ("system level test"). To meet these needs, Advantest is developing a structure that can provide the best test solutions to our customers, including investments in electrical test, contacts, environmental tests to ensure durability such as temperature tests, software technologies for troubleshooting and analysis, and more.

What does the future of technology look like to you and your organization?

AI, cloud technology, the IoT, ADAS, and 5G communications are among the promising technologies that will shape society in the future. Advantest is actively addressing many of these exciting themes. We will continue to provide a wide range of leading-edge test solutions to our customers, enabling their products to contribute to society worldwide by providing security, safety, and comfort to consumers.

