

March, 2014

To Customers and to whom it may concerned

Naotaka Kondo
Representative Director,
Chief Executive Officer
Via Mechanics, Ltd.

Our New Logo and Group name

Dear Sirs and Madams,

First of all, we thank you very much for your continuous favor and support to us from the days we were previously known as “Hitachi Via Mechanics, Ltd.”.

Now please be notified that we have renewed our corporate logo and brand design. The new logo and new brand design will be introduced to you from this March. You may see them through our business card, corporate profile, catalogues and corporate web page, and then our products through our new brand development from now. And also please be informed that our group name is changed accompanying with the change of our brand. For details, please refer the following.

We, the VIAMECH group, will act as hard as possible to provide the product and service which bring all of you satisfaction more and more after this series of our changes. To have support of the redoubling and patronage; thanking you in advance.

1 New Marketing Logo:

Our new Marketing Logo “Benchmark” is as follows:



2 New Corporate Group nickname:

From now we commonly call ourselves “VIAMECH GROUP”. We are very glad to make your acquaintance.

(Continue)

3 New Marketing Logo “Benchmark” Design Concept [for reference]

- Figure: Implication of the pin hole (“benchmark”) drilling process by our products in Printed Circuit Board (“PCB”).
- Letter : The letter “i” conventionally symbolizes a “Person”. Following this, “i” in our new logo (the dot over “I” in the center of the Logo figure) symbolizes a VIAMECH “group staff”
- Color: Succession of our products color “Green”, but now brighter evergreen tone is adopted.

Totally, this new Logo expresses that as ever VIAMECH GROUP is and will be in the center of the field of PCB manufacturing machine as the benchmark and each of our group staff has been supporting the continuous development of our group as well as the entire PCB field.

4 Promotion of New Brand for now

From this March, our group staff will introduce to you about the development of the new logo and new brand design when visiting. The change of product visual design (logo, brand) which will be applied to for the products to be forthcoming delivered to you will be also separately noticed.

New brand image and new product visual design will also be promoted through a series of worldwide PCB exhibition, starting from the CPCA show in 18th to 20th March, 2014 at Shanghai, China and the IPC show in 25th to 27th March, 2014 at Las Vegas, the U.S.A.

If you have chance to visit such exhibitions, it would be appreciated if you would drop in our show booths. We look forward to your visit.