

PRESS RELEASE

March 17, 2025

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Onkyo Corporation announcing collaboration with AVAN CORPORATION in Korea

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Onkyo Corporation (Location: Chuo-ku, Osaka-shi, Osaka, Japan, President: Munenori Otsuki, hereinafter referred to as "we", "us" or "our") announces that we collaborate with AVAN CORPORATION (Location: Gyeonggi-do, Korea, Representative Director: Bae Hong Chan, hereinafter referred to as "AVAN") regarding sales expansion of "Kashinshu (加振酒) (\*)" in Korea.

AVAN was established in Korea on March, 2010, develops various camera modules and supplies them to Japan market and develops various products and exports and import them. Further, AVAN also supplies rice polishers for home of Yamamoto Japan to Korea market exclusively.

On the other hand, we operate various businesses such as service business and brand license business and collaborate with partner breweries in Japan and develops Kashinshu.

AVAN and we agreed to collaborate regarding sales expansion, improving recognition of Kashinshu and the like. The contents of collaboration are sales expansion of Kashinshu by exploring partner breweries in Korea where AVAN has strong point and the like. Through collaboration with Onkyo that has generated innovative audio technologies, AVAN will apply audio design technologies which has been accumulated to foods, fuse and develop music and vibration technology innovatively and supply worldwide solution which derives value change as official partner in Korea and its roll is expected.

Due to this collaboration, we are thinking that you all will have more opportunities to pick up Kashinshu than before. Please expect it.

\*Kashinshu

Kashinshu is an alcohol which is matured by our music vibration technology. "Matured by Onkyo" is affixed to Kashinshu as evidence of our music vibration technology. Based on thought "alcohol to which the music is listened becomes good taste" previously, various tries have been performed. Kashinshu to which "Matured by Onkyo" is affixed is an alcohol which is brewed by technology which is proved with technological evidence by audio technology know-how stored by us and academical evidence by industry-academia collaboration. We spread "alcohol matured by music vibration" as Kashinshu indicating our original alcohol.

**Regarding "Matured by Onkyo"**

Since 1946 of our predecessor foundation, we have performed audio design that sensing amount is implemented into technology and have not relied on evaluation by only measuring equipment as the dedicated maker which treats sound.

As our theme that "we apply audio design which increases reproducing pureness and derives music expression to foods and derive material potential maximumly by using natural power had by the music", we are studying and figuring out influence that music vibration gives to yeast with Tokyo University of Agriculture.

We list appropriate music vibration to each environment and pursuing taste as "Matured by Onkyo" and perform proposal adding value in many fields in the future.

Further, we obtained patent right regarding an invention which changes how to vibrate in fermentation process according to state of unfiltered sake as studying result. Since this patented invention can give vibration according to the state, product quality unevenness can be suppressed.

[Abstract of invention]

Title of invention: System, method, food and sake

Right holder: Onkyo Corporation

Application date: June 1st, 2021 Application number: JP2021-091987

Registered date: January 15th, 2025 Patent number: JP 7620208



[Related links]

Music food business introduction website <https://www.onkyo.net/en/matured/>

Music food catalogue <https://www.onkyo.net/en/category/all-products>

ONKYO DIRECT "Kashishu" special page <https://onkyodirect.jp/shop/pages/mbo.aspx>

**Regarding co-study with Tokyo University of Agriculture**

As we announced fermentation mechanism using vibration and sound by the exciter in "developing fermentation technology using vibration and sound by exciter -starting co-study relating "food" with Tokyo University of Agriculture" dated on July 1st, 2020, we concluded contract relating to co-study with Tokyo University of Agriculture (location: Setagaya-ku, Tokyo, president: Fumio Eguchi) and are co-studying fermentation technology.

With Professor Hiroharu Tokuda of Tokyo University of Agriculture, we are studying change of components and functions of yeast when fermenting by using the exciter. We are trying to figure out effective method to arrange the exciter and how to vibrate under various

conditions and influence to which is given to bacterial growth, aroma components, various organic acids by sound frequency differences.

Professor Hiroharu Tokuda

Introduction page: [http://dbs.nodai.ac.jp/html/397\\_en.html](http://dbs.nodai.ac.jp/html/397_en.html)

Tokyo University of Agriculture: <https://www.nodai.ac.jp/english/>



### Regarding co-study with Tokyo University of Agriculture

With Professor Kenji Ozeki of Kanazawa Institute of Technology (location: Nonoichi-shi, Kanazawa, president: Satoshi Osawa), we started study regarding "Effect of enzyme and vibration technology against high temperature damaged rice". Professor Kenji Ozeki and we obtained studying result it is easier for enzyme to work and starch of the high temperature damaged rice can be melted by adding digestive enzyme to the high temperature damaged enzyme and our vibration technology. We already filed patent application regarding this studying result in Japan. We are thinking that this studying result helps to solve high temperature damaged rice problem which bothers breweries in Japan.

Press release: Announcement regarding co-study with Kanazawa Institute of Technology dated October 7, 2024

[https://www.onkyo.net/news/20241007\\_kanazawa](https://www.onkyo.net/news/20241007_kanazawa)

Professor Kenji Ozeki laboratory homepage

<https://kitnet.jp/laboratories/lab0165/index.html>



We are the company that was founded for expanding audio technology, know-how and brand which had been developed over the years to new fields by newly splitting the R&D department that had supported audio products and speaker technologies of Onkyo brand and the marketing department. Under our slogan "Change the world with sound", we are expanding "sound" technologies that have been developed as the audio maker that has long history over the years to medical care, food, industry and infrastructure, proceeding our R&D and operating the marketing that is for increasing Onkyo brand recognition by entire company. Please look forward to the future development of our business.

**Contact information**

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Intellectual property and legal, R&D, Onkyo Corporation