Contributions to the Community Through the Promotion of AEDs

■ Nihon Kohden's initiatives at EXPO 2025 Osaka, Kansai, Japan

Nihon Kohden supported the first aid and emergency medical services at EXPO 2025 Osaka, Kansai, Japan, which was held from April to October 2025.
At EXPO 2025 Osaka, Kansai, Japan, where "Life" was the central theme, a comprehensive medical system was established to ensure the safety and well-being of visitors to the Expo. Nihon Kohden supplied medical devices used for diagnosis and treatment in these facilities as an equipment supplier. Also, as a member of the AED Foundation of Japan we provided support for the installation & training of AEDs which even members of the general public can use to deliver a lifesaving electrical shock, as well as support for the emergency medical evacuation system.
Through these initiatives, we confirmed four life-saving cases involving the use of AEDs during the EXPO period.

Nihon Kohden devices installed at the EXPO site

- Entire site: [AEDs 76 Emergency Tents 50 PLS-1000 Pulse Checkers 10]
- Clinics: [Defibrillators 3 Electrocardiographs 3]
- First Aid Stations: [Electrocardiographs 5]
- Ambulances: [Defibrillators 4]

In addition, Nihon Kohden collaborated with the Ministry of Health, Labour and Welfare "Introducing Japan's Advanced Medical Technology" event. Through this initiative, Nihon Kohden's "Robotic Anesthesia System" was introduced as one of the cutting-edge technologies developed by Japanese companies. We hope this collaboration will contribute to increasing the presence and supporting the growth of the Japanese pharmaceuticals and medical device industries in Japan and globally. Nihon Kohden will continue working to reduce the burden on anesthesiologists and improve medical safety and create a better future for people and healthcare by solving global medical issues.

For further details, please refer to our website.

Nihon Kohden initiatives at EXPO 2025 OSAKA, KANSAI, JAPAN

■ The "Parent-Child AED Experience Kit," a supplement to "Kindergarten" magazine published by SHOGAKUKAN Inc. received the Gold Prize in the "Media-Integrated Advertising Category" at the 67th Japan Magazine Advertising Awards

The "Parent-Child AED Experience Kit," a special supplement included with the October/November 2024 issue of "Kindergarten", a magazine for young children published by SHOGAKUKAN Inc. and developed with the full collaboration of Nihon Kohden, received the Gold Prize in the Media-Integrated Advertising Category at the 67th Japan Magazine Advertising Awards. The awards are organized by the Japan Magazine Advertising Association to recognize outstanding magazine advertisements and advertising campaigns.
The kit was created to closely match the actual size of Nihon Kohden's AEDs. It faithfully reproduces key design features, such as the mechanism that opens the lid when a lever is pulled and the internal switches. Because the kit also includes voice prompts, users can practice placing electrode pads on a poster depicting the human body, delivering electrical shocks, and chest compressions. The project was recognized for effectively introducing AEDs in an easy-to-understand manner in the magazine's feature article while also providing an enjoyable learning experience through the included paper-assembly kit.
Nihon Kohden will continue various initiatives to promote AED awareness and advance accessible life-saving education so that anyone can use an AED without hesitation in emergency situations.







