



A REINVENTION CONVERSATION WITH MURATA

VIDEO TRANSCRIPT

Julie Sweet: Hello and welcome to Reinvented with Accenture. I'm so excited to be joined Norio Nakajima, President of Murata Manufacturing.

When you think about the importance of AI, you are now leading a complete re-invention of manufacturing.

Norio Nakajima: One of the reasons we deploy AI is to protect the technology margin between us and our competitors and always keep ourselves ahead. This this is the approach we've taken to our ultimate goal: What we call the never-stopping factory.

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