

## New Product

# Direct Analysis of Large Samples Including Automobile-related Samples

## XRD-7000 X-ray Diffractometer with Internal $\theta$ - Goniometer

The XRD-7000 X-ray diffractometer, incorporating a high-accuracy  $\theta$  - goniometer that allows setting of the inspection angle at the minimum step of  $0.0001^\circ$ , allows direct analysis of large samples in the automobile industry.

The X-ray diffractometer irradiates a sample with X rays and measures the intensities of the diffracted X rays to analyze the types and amounts of its components. Due to its ability to obtain extensive information related to crystal structure, including degree of crystallinity, precise lattice constant and identification of the crystal system, the X-ray diffractometer is used in laboratories and for R&D and quality control applica-

tions in companies in the steel, electrical, ceramics, environmental, pharmaceutical, and paper industries.

The vertical goniometer has conventionally been used in most X-ray diffractometers. However, the highly flexible  $\theta$  - goniometer is desirable to handle various types of samples, including soluble samples, loose-powder samples and electronic samples, as well as large samples subject to stress-distribution measurements in the automobile industry.

Two models are available to handle all these demands: the XRD-7000S model for normal samples and the XRD-7000L for large samples (up to 400 mm deep x 550 mm wide x 400 mm high). The

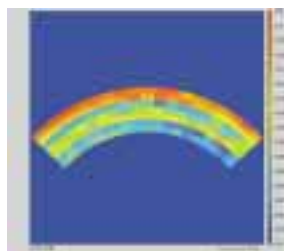
feature of these models is their ability to analyze soluble samples, loose-powder samples, and large samples that cannot be measured by an instrument with a vertical goniometer.

X-ray technology, the base of the X-ray diffractometer, has been a core of the business since the foundation of Shimadzu. The Company plans to expand the sales of X-ray diffractometers from the conventional powder-analysis market to the automobile and electronic industries by promoting these new models for applications of large-sample analysis in automobile and electronic fields.



XRD-7000

*Multi functional high-precision  $\theta$  - goniometer that handles extra-large and liquid samples.*



*The stress analysis results can be checked on a mapping display.*

**Award**

## Shimadzu Service Engineer Receives Award from Customer

Anthony Thomas, Senior On-Site Service Engineer (Shimadzu Scientific Instruments, Inc., USA) was presented with a special award recognizing his on-site technical support contributions to Bristol Myers Squibb in Princeton, USA. The

award was conceived and presented by Dr. David Floyd, vice president of Discovery Chemistry of the company. Shimadzu will continue to provide engineering support to satisfy customers.



*Shimadzu service engineer Anthony Thomas received an award from Bristol Myers Squibb*

**Business Expansion**

## Shimadzu Opens New Sales Offices in Xi'an, Urumqi and Chongqing to Adapt to Rapid Growth in Western China

Shimadzu has set up new sales offices in three major cities in Western China: Xi'an, Urumqi, and Chongqing. The Chinese government is working on a large development project in western China as a major component of its current Five-year Plan (2001-2005). In response to this development, Shimadzu has established new sales offices in three major centers in the region, with the aim of expanding business.

All three sales offices are operating under the umbrella of SHK (Shimadzu Hong Kong LTD.) and serving as bases for sales and service of the full range of Shimadzu products.

### **Xi'an Sales Office**

Xi'an, which can be described as the gateway to western China, has flourished since ancient times as the starting point of the Silk Road.



*150 people participated in the ceremony held on May 24, including Mr. Cao, Vice Chairman of the Economic and Trade Commission of Shaanxi Province.*

### **Urumqi Sales Office**

Urumqi is the capital city of Xinjiang Uygur Aut. Region (total area of 1,650,000 km<sup>2</sup>). The region is known for its wealth of natural resources such as coal and petroleum.



*150 people participated in the ceremony held on August 16, including the Deputy Governor of Xinjiang Uygur Aut. Region.*

### **Chongqing Sales Office**

This office held its opening ceremony on July 31. Chongqing City became a self-administered municipality in 1977, making it the fourth such city in China after Beijing, Shanghai and Tianjin. Currently, the city is a major center for heavy and chemical industries in western China.

**Visitor**

## Shimadzu's Biotechnology Business Moves Attract Korean Media Attention

On June 21, KBS TV in Korea (Korean Broadcasting System, Korea's major TV network) paid a visit to Shimadzu to shoot footage for a planned TV program about the state of biotechnology around the world. (The KBS crew filmed at a total of eight locations in Japan.)

KBS interviewed about the company's plans and outlook for its biotechnology-based businesses, and also about trends in the biotechnology industry in Japan and around the world. The KBS crew also filmed some of our products, including the AXIMA-CFR mass spectrometer for protein analysis.



*At the Shimadzu Technical Center*