

A heritage of moving ahead

1937 Pioneer's founder, Nozomu Matsumoto, successfully develops the A-8 dynamic speaker.

1938 Jan. Fukuin Shokai Denki Seisakusho (precursor of Pioneer) is founded in Tokyo.

1947 May Fukuin Denki is incorporated.

1953 Dec. Hi-Fi Speaker PE-8 introduced.

1961 Jun. Company name changed to Pioneer Electronic Corporation (now Pioneer Corporation).

Oct. Shares are listed on the Tokyo Stock Exchange Second Section.

1962 Jun. Introduces the world's first separate stereo system.

1966 Mar. Establishes sales companies in Europe and the U.S.

1968 Feb. Shares are listed on the Tokyo Stock Exchange First Section.

Apr. Shares are listed on the Osaka Securities Exchange.

1969 Feb. Shares are listed on the Amsterdam Stock Exchange (now Euronext Amsterdam). U.S. GAAP consolidated financial reporting starts (See Note 1, page 15).

1975 Nov. Introduces the world's first component car stereo.

1976 Dec. Shares are listed on the New York Stock Exchange.

1977 Dec. Introduces the world's first two-way addressable CATV system in the U.S. (with Warner Cable).

1979 Feb. Introduces the industry-use LD player.

1980 Jun. Introduces VP-1000 LD player for home use in the U.S.

1981 Oct. Introduces LD player for home use and 70 LD software titles in Japan.

1982 Oct. Introduces the LD Karaoke system for business use.

Nov. Introduces CD player.

1984 Sep. Introduces the world's first LD combination player compatible with CDs and LDs.

Oct. Releases the world's first car CD player.



1937
Pioneer's first dynamic speaker



1962
World's first separate stereo system



1975
World's first component car stereo



1980
Pioneer's first LD player



1985
Pioneer's first projection monitor



1990
World's first GPS car navigation system



1996
World's first DVD/LD/CD compatible player



1997
World's first car stereo product equipped with OEL display



1997
World's first XGA plasma display



1999
Digital CATV set-top boxes for the U.S.



1999
World's first DVD recorder

1985 Dec. Introduces the 40-inch projection monitor.

1990 Jun. Introduces the world's first CD-based GPS car navigation system.

1992 Oct. Introduces the world's first 4x CD-ROM changer.

1996 Jun. Tokorozawa Plant earns ISO 14001 certification.

Dec. Introduces DVD/CD player and the world's first DVD/LD/CD compatible player for home use.

1997 May Starts supplying digital satellite broadcast set-top boxes in Europe.

Jun. Introduces the world's first DVD-based GPS car navigation system.

Oct. Introduces the world's first DVD-R drive.

Nov. Introduces the world's first OEL-equipped car audio product.

Dec. Introduces the world's first high-definition 50-inch plasma display for consumer use.

1998 Jun. Introduces the world's first DVD-based GPS car navigation system featuring 8.5GB dual-layered DVD disc.

Oct. Introduces new corporate logo.

1999 Apr. Starts supplying digital CATV set-top boxes in the U.S.

Dec. Introduces the world's first DVD recorder compatible with the DVD-RW format.

2000 Mar. Shares of Tohoku Pioneer are listed on the Tokyo Stock Exchange Second Section.

2001 Jun. Introduces HDD-based GPS car navigation system.

Jul. Introduces the global brand slogan "sound.vision.soul".

2002 Nov. Introduces GPS car navigation system with a wireless communication module. Introduces a DVD recorder with hard disc drive.

2003 Mar. Introduces in the U.S. digital CATV set-top boxes with high-definition TV signal reception capability.