

SINIC* Theory:

A Compass for Corporate Management

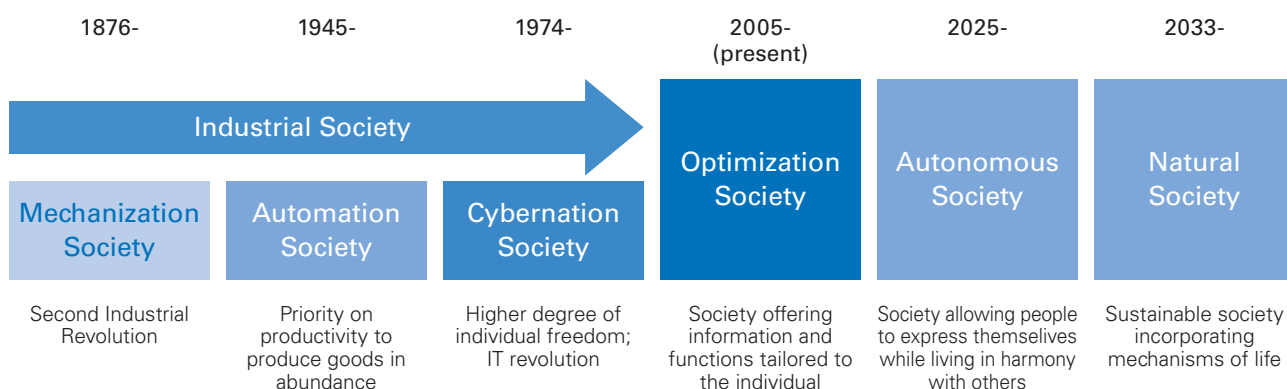
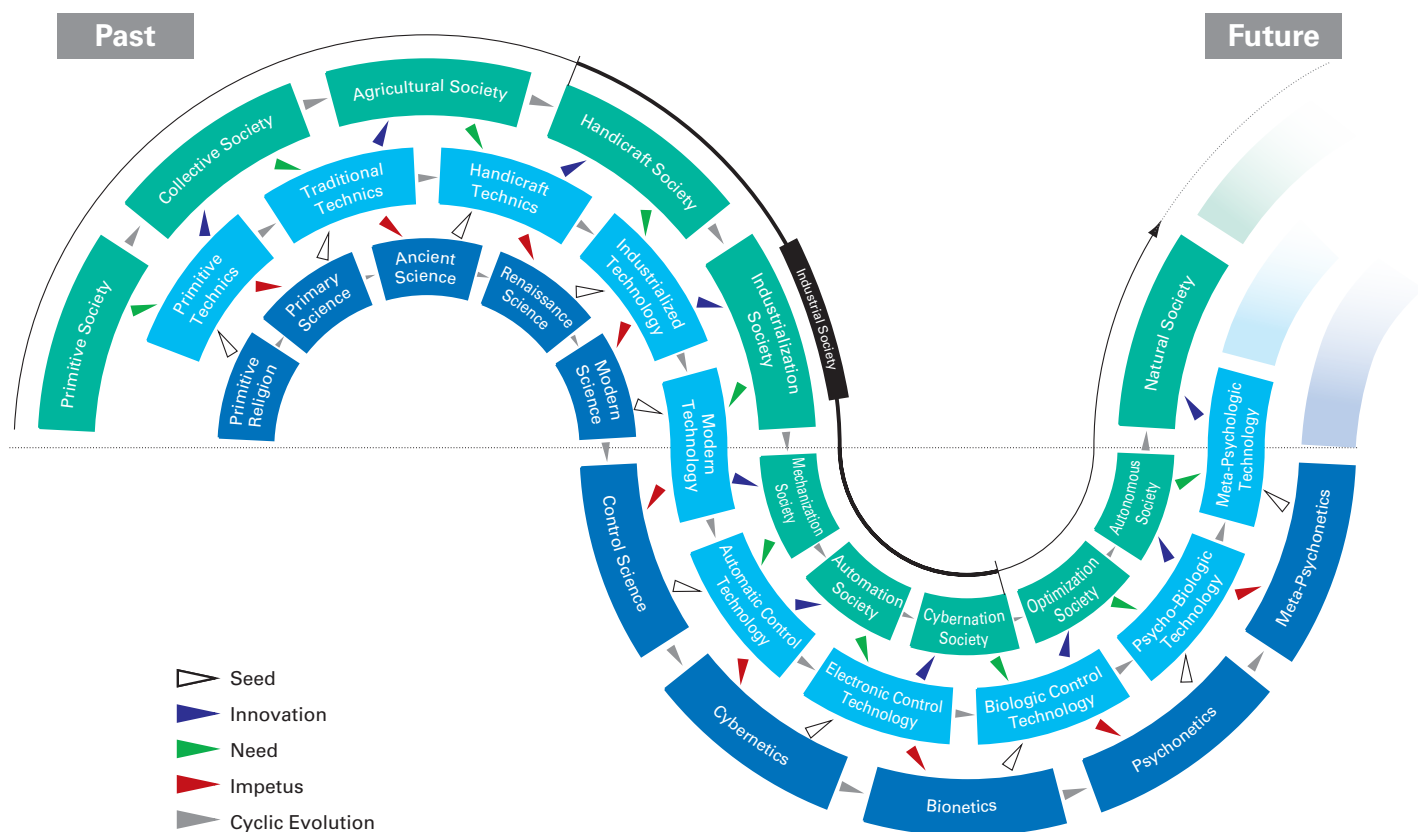
Our founder, Kazuma Tateishi, believed that solving social issues through business to create a better society required the ability to anticipate future social needs. He believed that a company needed a compass to help predict the future.

As our compass, Mr. Tateishi formulated the SINIC predictive theory, which projects the future based on the cycle of interrelationships between Science, Technology, and Society. OMRON first announced this predictive theory to the world at the International Future Research World Congress in 1970. Since then, the SINIC Theory has been our compass for projecting into the future.



OMRON's founder, Kazuma Tateishi with Peter Drucker (left)

* SINIC: Seed-Innovation to Need-Impetus Cyclic Evolution



From an Information Society to an Optimization Society, and, Finally, an Autonomous Society

The SINIC Theory predicts the future by looking at the past through the lens of three central elements: Society, technology, and science. The theory states that the transition from the Primitive Society of 1 million years ago to the Autonomous Society of the future is one cycle. According to SINIC, the year 2033 is predicted to be the year in which we reach the Natural Society, signalling the beginning of the second cycle. In the Natural Society, human creativity and technology harmonize with natural mechanisms.

At present, we live in an Optimization Society in which the focus shifts from products and goods to more mindful endeavors. The Industrialization Society to this point generated products and wealth in abundance, the pursuit of which led to dramatic economic growth. However, the advent of this society brought with it significant new issues, including crowding, class divisions, destruction of the community, and more. The Autonomous Society will bring solutions to these social issues based on new sets of values. This society will share values, pursue meaningful experiences and psychological abundance, and allow individuals to live any way they see fit. This society will be a mature society in which people find joy in life and living. Seeking approval through social media, the spread of the sharing economy, and the rise of the circular economy are just a few signs that perfectly align with SINIC Theory predictions.

Predicting the Future Through the Interrelationships of Science, Technology, and Society

The basic philosophy behind the SINIC Theory is that the interrelationships among science, technology, and society lead to social change. Let us use the Cybernation Society as an example. We can see how the rise of cybernetics, computer science, and other synthetic sciences in the 1940s became the seeds of electronic control technologies, programming, and other technology. These technologies gave rise to the PC and the internet, leading to the advent of the Cybernation Society. At the same time, the Cybernation Society demanded more data, along with more accurate and rapid data analysis. These demands forced us to produce CPUs and GPUs with faster processing power, make advancements in deep learning and other artificial intelligence technologies, and reach higher levels of sophistication in neuroscience and cognitive science. The evolution of these interrelationships serves as a driving force behind humanity's desire to progress.

