We are Asterisk - for mobile solutions
We help your companies to smile using IT

Asterisk Inc.

2019.02

Management Philosophy
the meaning of the company's existence

To use IT to bring smiles to three parties,
    and to contribute to the progress and development of mankind and society.

1. Through our own consciences, to build trust and peace of mind to bring smiles to three parties.
2. To pursue speed and to act in a way fast enough to bring smiles to three parties.
3. To use new IT techniques and innovative services to bring smiles to three parties.

Asterisk personnel declarations

1. Have professional passion.
2. Be thorough and always see through to completion.
3. Wrestle in the center of the ring.
4. Prioritize time management.
5. Have a clear purpose, goal, and concept.
6. Continue to work on the dreams of existing clients.
7. Act with proper judgement.
8. Work hard in a positive way to create an enjoyable environment.

Asterisk principles   The responsibility to produce smiling faces

Our first responsibility is to our "customers".

In other words, we believe that our first responsibility is to all the clients who use our products and services, including the store sales clerks, clerical staff, managers, executives and consumers visiting the stores. When responding to the needs of each individual client, all of our activities must be at a high quality standard. We must constantly strive to reduce our production costs in order to maintain reasonable prices. We must respond to client orders quickly and accurately.

Our second responsibility is to our "colleagues".

In other words, it is to all of our employees (everybody that works together with us around the world). Each and every employee must be respected as an individual and they must recognize each other's merits. Compensation must be fair and appropriate and the work environment must be clean, orderly and safe. The environment must be such that employees can feel free to make suggestions and complaints.
There must be equal opportunity for ability development and promotion for those people that are competent.

Our third responsibility is to "society".

We have a responsibility to the regional societies where we live and work and also to the world community. We must be good citizens and contribute to useful community work and bear a reasonable share of taxes. We must participate in activities that will contribute to the advancement of human society.

After creating smiles among the three parties described above, our fourth and final responsibility is to the "stockholders" of the company.
Our business must make a sound profit. We must try out new ideas. We must continue to research, develop innovative programs and compensate for our failures. We must purchase new equipment, prepare new facilities and launch new products on the market. We must create reserves to prepare for adverse times.

These are the true principles of Asterisk.

Rotterdam
Dalian
Tokyo
Osaka
Shenzhen
California

Company name	Asterisk Inc.
Establishment	September 1, 2006
Capital	290,000,000 yen
CEO/President	Noriyuki Suzuki
Employees	Approximately 88 (Group total) As of August 2018
Company website	https://www.asx.co.jp
Product website	https://AsReader.com
Email	contact@asx.co.jp

Offices / Affiliated companies

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Greeting from the President

The motto at Asterisk is to create "smiling faces".
What does the introduction of IT bring to the world? What do companies expect from the introduction of IT?
In this fashionable wave of IT introduction, there are many cases at present where functions are created at a whim and where work that was never suited to IT solutions is forced to become more complicated. I think that this sometimes means that the end result goes completely against the original intentions of the company.

In order to make effective use of IT in company management, Asterisk believes that it is not sufficient to simply create system functions. It is important to understand the real nature of the objectives. The objective may be for the company to make a profit, to create a bridge between the company and its customers, to raise work efficiency, for visualization, to improve the level of services or to improve quality, etc. For each different objective, if we can align the vectors of the company and the employees and build a relationship of trust, then surely the "smiling faces" will follow naturally.

Asterisk will use IT to help your company to have "smiling faces".

Brief personal history of the president

Date of birth / August 31, 1972
Hometown Born in Kyoto City and raised in Shiga Prefecture
Final academic background
　　　Graduated from Masters Course at Osaka University
　　　(Mathematics: Topology major)
Work experience
　　　1. Joined Toray Industries, Inc. after graduation.
　　　2. Sent on loan to Toray Systems Center, Inc.
　　　3. Main work details at Toray
　　　Planning and sales of computer systems for apparel companies
　　　Planning and development of production management systems
　　　Project leader for sales systems

IoT ⊗ AsReader®

AsReader develops IoT even further!

- Retail
- Medical
- Logistics
- Backyard
- Network

AsReader continues to progress,
from the case-type barcode reader and RFID reader/writer to the specialised
RFID BOX-Type which functions as a register and the DESKTOP-Type RFID reader/writer.
AsReader's IoT-development continues day by day,
in order to further progress <IoT> by using more convenient and easier portable devices.

SLED/DOCK-Type

**One main device:
By just changing the case,
it can support many different
sizes of phones!**

A case-type barcode reader and RFID reader/writer.
This separate-type model has a separate main device and case,
therefore by just changing cases it is easily able to support
newer generation phones and can connect to other terminals
that use Lightning as well.

SLED/DOCK-Type Combo

**This single device is compatible with both
1D/2D barcodes and UHF/HF (NFC)-band RFID!**

By just attaching a SLED/DOCK-Type AsReader to an
iPhone/iPod touch, it becomes a high-performance
portable device that can still use all the functions
of the smart device it is attached to.

GUN-Type

Long Range ASR-R250G

A barcode reader and RFID reader/writer
capable of long distance communication.
An easy design: whenever you need it,
just click your phone in and go!
No need for Bluetooth-like pairings.
A magnetic connector allows for both charging
and data transmission.

BOX-Type

In this type, the main device and antenna are separate.
By changing the antenna, it can be used for various purposes.

DESKTOP-Type

A UHF-band RFID reader/writer
that easily connects to PC via USB.