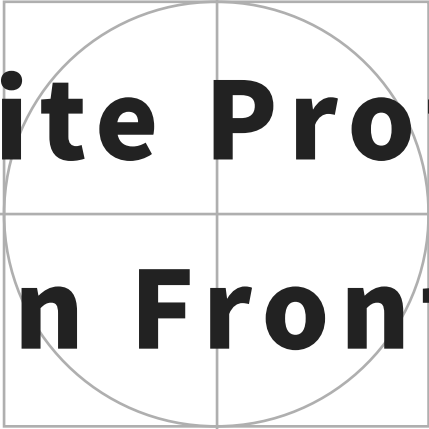




Dear On-site Professionals Working on Front Lines



**Our goal is to provide you with YOHAKU
to innovate.**

YOHAKU /johaku/

– blank space; margin; blank canvas – often used to mean additional time.



My father is an electrician. Growing up, I watched him put on his workwear before heading out for on-site work every day. Perhaps that's why I feel a special connection with the people working on-site. Around 2000, at the very beginning of my career, I was developing a quality inspection system for an equipment manufacturing site deep in the mountains of Hiroshima. The president told me, “Keep refining it until you are fully satisfied and your hands have nothing left to do.” I took those words literally and kept polishing the system. Before I knew it, the delivery was three months late. I braced myself for a harsh scolding when I finally delivered it. However, instead, the customer on the production floor smiled and said, “This is incredibly easy to use. Thank you.” Looking back, I believe that was my first true experience of success. When we pursue quality until we are truly satisfied with it, the people working on-site recognize and appreciate the difference. That “thank you” is what drives me and all of us at LiLz. We often describe our products in terms of reducing inspection workloads or improving energy efficiency because those benefits are easy to understand. But what matters the most to us is something much simpler: "making on-site work easier". When on-site work becomes easier, it provides you with YOHAKU, allowing you to focus more on creative and meaningful challenges. In 2025, we introduced the slogan, “Our goal is to provide you with YOHAKU to innovate”. Highly skilled professionals who share this value continue to join our team. We also believe that everyone who uses our products is part of our team. Together, as one team, we solve on-site challenges and create YOHAKU for on-site professionals around the world.

President & CEO

Keigo Onishi



Our Founding and the Origin of Our Name

Driving Advancement of On-Site Operations with Technology





In July 2017, LiLz was spun off from the AI- and IoT-focused new business division of the Okinawa-based IT startup where I was working at the time. We began with a team of four. The name LiLz stands for “Lifelong Innovation Laboratory, a to z.” It embodies our commitment to delivering highly refined products that provide complete solutions from A to Z, while continuing to drive innovation throughout our lifetime.

I began my career as an embedded software engineer and spent many years developing products for both manufacturing facilities and consumer markets. At large companies, hardware and software development were often handled by separate departments. While developing products, I saw how different teams failed to work closely together, communicating only through interface specifications. As a result, the user experience was often compromised. This left me with a strong sense that something was wrong.

These experiences inspired me to build a team where hardware and software engineers work together without barriers and can openly exchange ideas. That vision is reflected in our name: to deliver highly refined products that truly solve our customers' challenges.

That said, our early days were still a long way from that vision. We spent our days building a solid business foundation through contract development while exploring new technologies that would eventually become the seeds of our own products. It was also my first time running a company, and I spent those early days navigating uncertainty while working tirelessly to keep the business financially afloat.

No matter how difficult things became, we never stopped investing in R&D. That commitment has remained unchanged since our founding and continues to guide us today.





In early 2018, we joined a startup support program sponsored by a large corporation. During one of the meetings, an on-site operator said, “We have to find a better way than relying on visual inspections.” On the way back from that meeting, our researcher, Otsuka, simply said, “That’s a promising problem to tackle.” Those words became the starting point for the development of LiLz Gauge, our solution for making routine visual inspections easier.

To better understand the problem, I conducted user interviews and researched existing solutions before beginning to develop our first prototype. I began by sketching the concept in a simple six-panel comic. As I built battery-powered camera prototypes, validated our algorithms, and developed the cloud platform, I became convinced that we could truly solve the on-site challenges.

However, just as we were about to begin full-scale camera development, the entire team strongly opposed the idea. I heard comments like, “There must already be a camera like this on the market,” and “We’re a team with strong expertise in AI. Why would we take on the enormous risk of mass-producing hardware?” No matter who I spoke to, everyone was against the idea. Looking back, that experience became an important opportunity to reaffirm my convictions as a founder.

To solve our customers’ challenges, I believed there should be no barriers between hardware and software. If building hardware was necessary, then we would build it. I wanted to prove that we could do it. Driven by that conviction, I spent countless nights photographing gauges with a DSLR camera, a smartphone, and our prototype camera. I conducted the tests myself, refined the product specifications based on what I learned, and won people over by showing them real data and working prototypes.

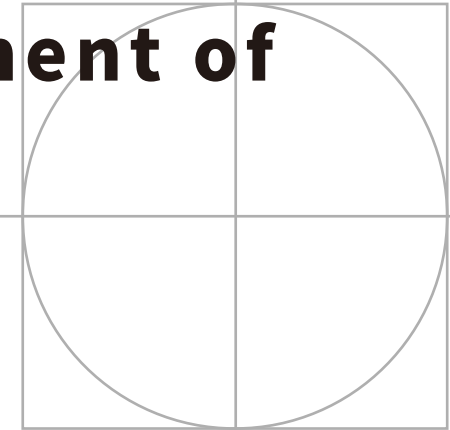
In the end, we succeeded in bringing the camera into mass production. Today, it's something we can all laugh about and even those who opposed the idea now say, “We were wrong back then. Now we fully support it.”

After approximately two years of development, LiLz Gauge was successfully launched in June 2020. At LiLz, our vision of “Driving Advancement Of On-Site Operations With Technology” . The launch of LiLz Gauge marked our first step toward making that vision a reality.



The Story Behind the Development of LiLz Gauge

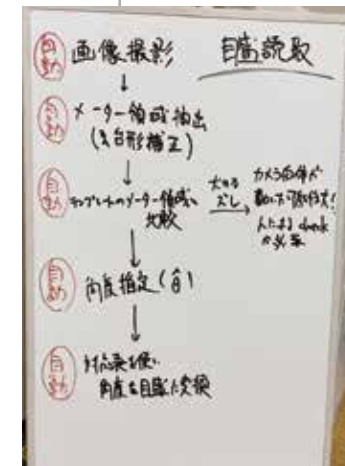
Making On-site Work Easier by Fusing AI and IoT



Six-panel storyboard



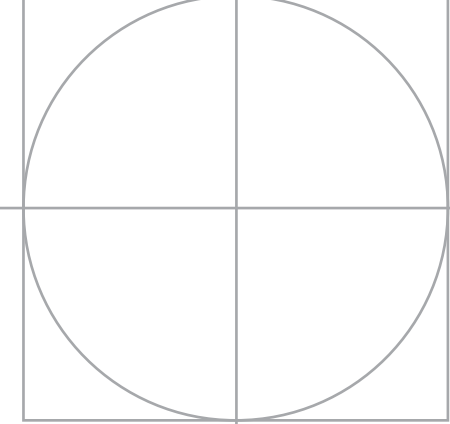
Algorithm validation
(starting with a simple handwritten concept)



Proof-of-concept
camera prototype

Our Three Values

Building a Diverse, Highly Specialized Team



1. Self-Directed Professionals

We believe in respecting each individual's unique way of working while remaining uncompromising about the quality of our output. We embrace and continue to refine our own "playing style". By making the most of feedback, we are committed to continually improving the quality of our output. Great work requires both curiosity and YOHAKU. Sometimes, taking a walk or simply taking a short break helps clear our minds and leads to new ideas. We intentionally create this kind of room and continuously pursue professional growth.

2. Respectful Communication

We believe that mutual respect begins with honest communication, a willingness to embrace failure, and respect for different perspectives. Honesty builds trust. Embracing mistakes and failures creates an environment where people can learn, grow, and move forward together. Respecting different perspectives leads to higher-quality outcomes, enriches our thinking, and helps our entire team grow. Together, these practices create truly professional dialogue.

3. Products and Services That Exceed Expectations

We believe that creating exceptional products and services begins with defining the right problem, paying close attention to every detail, and always striving to exceed expectations. By clearly defining the problem we want to solve and delivering solutions that create real value, we create products that customers embrace. By caring deeply about every detail and refining our ideas through open, uncompromising discussions, we create a refined user experience. By sharing a common standard of asking, "Does this exceed our customers' expectations?" , we foster a culture that consistently delivers beyond expectations.



Around 2021, after nearly three years from our founding to the launch of LiLz Gauge, we came to realize that scaling the business would require a team with diverse expertise. As the company continued to grow, we began building that team. I was fortunate that my three co-founders were all researchers and engineers specializing in AI. Because our areas of expertise were completely different, our roles naturally became very clear. While they focused on research and development, I took responsibility for everything else. Thanks to their deep expertise, the core technology behind LiLz Gauge was built on a strong technical foundation, allowing us to achieve a level of performance that could never have been realized through product vision alone. As we experienced the power of a team built on deep expertise, our three core values naturally took shape. Since then, these values have attracted people who share them.



VISION

**Driving Advancement
of On-Site Operations
with Technology**

We believe our technology can solve the challenges faced by industrial sites around the world and make a meaningful contribution to society.

The quality of our lives is made possible by on-site professionals. That is why we bring together the best of human ingenuity and technology to support the people who keep the world running. Rather than chasing a vision ten years into the future, we choose to stand alongside on-site professionals today, taking one step forward together.





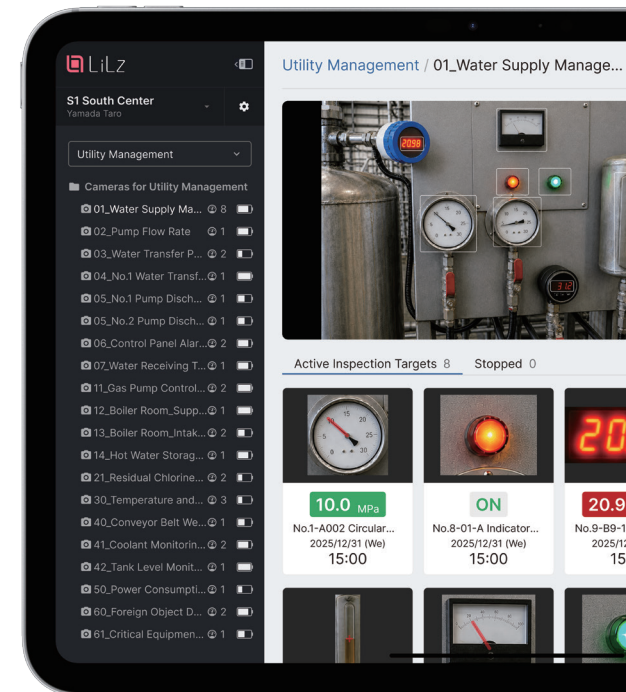
MISSION

**Making On-site Work Easier
by Fusing AI
and IoT**

**AI and IoT continue to play a vital role
in solving on-site challenges.
Our mission is to fuse
these two technologies together
to make on-site work easier.**

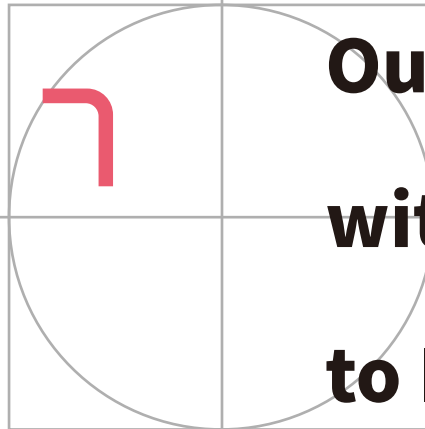
At a broader level, AI and IoT represent software and hardware working together. This mission reflects our belief that there is no divide between software and hardware when it comes to designing the best possible user experience to solve our customers' challenges.

It also embodies our belief that no matter how advanced a technology may be, it creates no real value unless it makes life easier for the people who use it.





VALUE



**Our Goal Is to Provide You
with YOHAKU
to Innovate**

Every on-site operation needs a little YOHAKU.
It is additional time to notice, consider and take a next step.
Through the power of AI and IoT, LiLz creates YOHAKU,
empowering on-site professionals with better decisions
and more confident actions.

**LiLz makes on-site operations,
where people come first, more agile
and more intelligent.**





■ INFORMATION

LiLz Inc.



2F, 2-3-7 Ganeko, Ginowan, Okinawa 901-2214, Japan

Contact us by email

contact@lilz.jp

WEB SITE

