



Power transmission route

Transmission Facilities

Our aim is to construct efficient transmission facilities through which we can ensure a stable supply of electricity and lower costs. To that end, as well as making more effective use of existing facilities, by, for example, increasing the capacity of main transmission lines and constructing multiple main transmission lines in line with our plan for power sources, we are pushing ahead with other initiatives, including using thicker cables that are capable of withstanding strong winds, expanding the automated distribution system, increasing 22 kV distribution, and expanding the use of construction methods that ensure zero power outages.

During the term, we commenced construction of the New Nakagami Trunk Line (4.8 km) linking Gushikawa Thermal Power Station and the main Nakagami Trunk Line on Okinawa Island, began laying an extension of the Toguchi Trunk Line (10.4 km) on Okinawa Island, and started expansion work on the switching station at Gushikawa Thermal Power Station, and we plan to finish these three projects during fiscal 2000. When drawing up plans for capital investment, we make great efforts to reduce the amount of investment by reviewing design and specifications and reassessing construction and procurement methods. During fiscal 1998, we procured ¥335 million worth of equipment and materials from overseas, accounting for 4% of total procurement.

Marketing Activities

In addition to enhancing services to customers, the promotion of load leveling, to eliminate the difference in electric power demand between seasons and between daytime and nighttime, is becoming an important issue. Consequently, as well as carrying out extensive PR activities to foster a proper understanding of the importance of load leveling among customers, we also encourage the use of equipment which contributes to load leveling, including electric water heaters for household use, which use nighttime electricity, and Ice-Storage Air Conditioning and “Peak Cut” vending machines for commercial use.

In particular, we are working to spread the use of electric water heaters to all households through application of a rental system, and



Electric water heater

during the term we were able to increase usage of the heaters by 19.4% over the previous term.

As part of a wave of deregulation, electricity retailing is expected to be partially liberalized in 2000, marking a turning point for the industry. In order to emerge victorious in this era of intense competition, OEPC has established an electricity rates menu which reflects customers' varied usage patterns and thereby offers cheaper electricity, working toward its aim of being “Okinawa Electric Power, the company of choice.”

In May 1998, OEPC established an Internet website offering a profile of the Company's activities, recruitment information, data on domestic and overseas procurement, and a range of other information, thus expanding the ways in which it exchanges information with customers.