

Trend of Aquatic Plants

Advent of Wabi-Kusa

Rare Cryptocoryne species draw attention of aquatic plant manias

Collection of dark-green Echinodorus becomes popular

Many types of ferns and mosses begin to be introduced

Foreground plants such as Hemianthus callitricoides "Cuba" and Eleocharis parvula become popular

Wabi-Kusa rapidly grows in popularity

Following the launch of Solar I in the previous year, Grand Solar I equipped with two types of light sources consisting of metal halide lamp and fluorescent lamp is released. This advanced type of lighting system is closer to Amano's idealistic system that controls the lighting time of strong light from metal halide lamp and soft light from fluorescent lamp independently. In addition, Grand Solar II and Solar II, the pendant-style lighting system equipped with fluorescent lamp, are released. In June, the Super Jet Filter EX series with the canister that accommodates 1.5 times/2 times more filter media having high filtration capacity is released. In September, Pollen Glass Type-2 is released. ADA resumes the sale of Rio Negro sand that has been out of stock for about three years due to mining problem in Amazon. Wabi-Kusa is released to propose the new style where everyone can enjoy the aquatic plants casually. Repeated improvements are then made to Wabi-Kusa to enhance its style and variations. Amano achieves a great success in his speech held in Moscow, Russia; the venue accommodating 250 seats are full and even left with many standees.

2004

Amano introduces Nature Aquarium as art in "GEISAI", the art festival organized by artist Takashi Murakami (who visited NA Gallery in 2003). ADA participated in Interzoo 2004 (Nurnberg, Germany). NA Lamp MH-150W Green Type (NAG) that brings out vivid green color of aquatic plants is released. In February, CO2 cartridges Tropical Forest No.1 Amazonian, No.2 Malayan and No.3 African are released in replace-

ment of Forest cartridge launched in 1994. In line with the trend of smaller aquarium tank, ADA releases Solar Mini in August. The photo book "The Rio Negro" (publisher: Marine Planning) featuring the landscapes of Rio Negro in Amazon is released. This photo book covers the photographs of Rio Negro taken by Amano since 1995. People in Eastern European countries show greater interest in Nature Aquarium. Amano is invited by the Polish Planted Aquarium Club for speech. Amano gives his speech in Wahlsburg, Germany.

2005

The ceramic substrate material Aqua Ceramica is released. Cube Garden Mist is released in June. This tank uses sandblasted glass for its back wall to provide the image of aquarium with white-color background just as the photos on Aqua Journal magazine. The ideas for new product development come out of the production of Nature Aquarium and aquascape photography performed by Amano. Amano gives workshop in Sizoo petcare exhibition in Barcelona, Spain and gives his speech in Lisbon, Portugal. Amano is enthusiastically committed to the visiting and taking photographs of many places in Japan, particularly Sado, Niigata.

2006

Gland Solar 250 equipped with the industry's first 250W electronic ballast is released in July. With this addition, ADA has a wider lineup of lighting systems which consists of six types to cater for various lighting needs. Aqua Journal magazine is renewed (however, it is later changed back (from

Vol.134) to the old style in response to the feedback from distributors/dealers/readers). The Nature Sound Gallery CD and DVD "AMAZON" is released from Della; it is highly regarded as a precious sound recording featuring Amazonian jungle.

2007

ADA, as the aquarium advisor, provides its full cooperation to making of the movie "Sono Toki wa Kare ni Yoroshiku (Say Hello for Me)" which is set at an aquatic plant shop. Some Nature Aquarium layouts displayed in the Nature Aquarium Gallery in Niigata are transported to Toho No.5 studio in Setagaya, Tokyo. Aqua Soil-Amazonia II for higher-pH tap water is added to the lineup of Aqua Soil-Amazonia which is enormously popular among aquatic plant and red bee shrimp hobbyists. Pro Picker is released.

2008

In the beginning of the year, ADA releases the cosmetic sand "Forest Sand series" having the grain size appropriate for growing aquatic plants. ADA also releases a number of maintenance tools such as Clear Stand, a series of Maintenance Stand, Pro-Scissors Spring, Pro-Scissors Short, Pro-Scissors Wave, Pro-Beak, Pro-Razor, Pro-Pinsettes Triangle type, Pro-Pinsettes Curve type and Pro-Scissors Angle following Amano's view that a wider lineup of accessories is necessary to make the aquarium hobby more enjoyable. As a part of improvements made to the Trimming Scissors, tungsten steel is used for the blades of Trimming Scissors and Pro-Scissors to realize sharper

cutting edge. ADA begins full-scale launch of "Do!Aqua" products developed as a low cost items under the concept of "NATURE AQUARIUM GOODS for Beginners". Thermometer J is released and receives good response for its distinctive simple design as an ADA product. Amano says he has been pursuing the thermometer in design suitable for the pool-type Cube Garden since the launch of this aquarium tank twelve years ago.

2009

Spring Washer featuring coil-type flexible wire is released. Cube Cabinet, the glass aquarium cabinet specially designed to enhance the image of Cube Garden, is released. Solar I White and Pollen Glass Type-3 are released. Nature Aquarium workshop is held in Bangalore, India and crowded with numerous number of fans. Interest in Nature Aquarium rapidly surges in Asian countries. Two photo books "Glass no Naka no Daishizen 1985-2009" (publisher: Sekai Bunka Publishing, Inc.) and "The Last Amazon" (publisher: Shogakukan) are released as a complete compilation of Amano's works in the past.

2010

The International Aquatic Plants Layout Contest has grown into a world-class event and the 10th IAPLC receives the largest number of entries of 1,819 layouts from 55 countries all over the world. Entries from Southeast Asian countries show a significant increase. In December, the ADA brand logo is renewed. In line with this renewal, the product package is changed to new design in stages to market ADA products under a brand-new image.

Continuous improvements are made to the layout tools including development of lighter scissors. A workshop is held at Aqua Fair Malaysia (Kuala Lumpur, Malaysia) organized by the Department of Fisheries Malaysia and endorsed by the Ministry of Agriculture and Agro-based Industries.

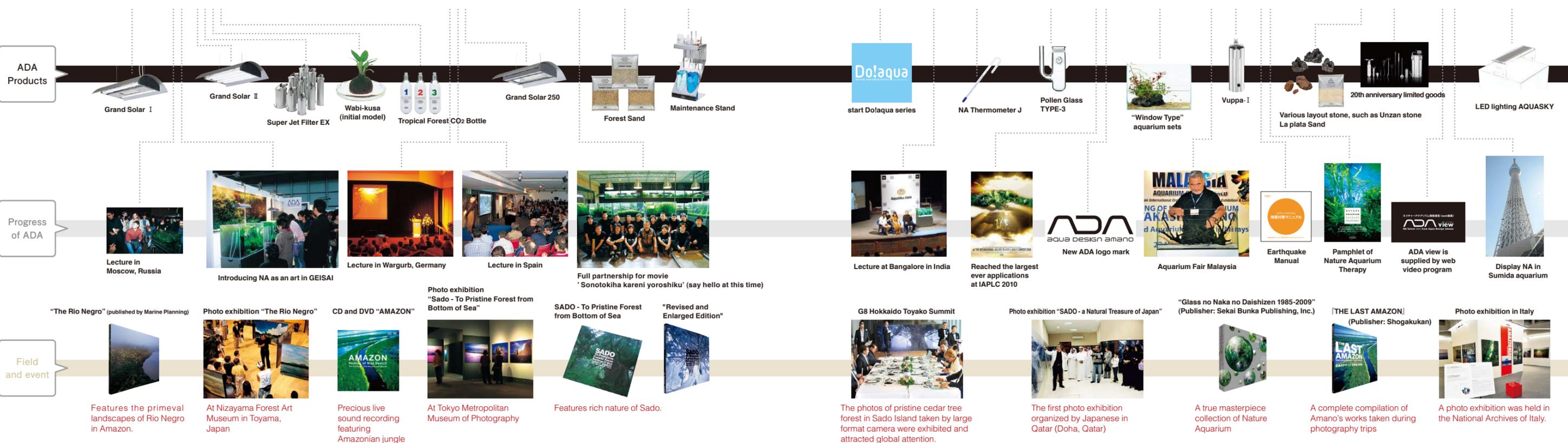
2011

After the Japan earthquake on March 11, ADA promptly issues its earthquake manual. Subsequently, it issues the posters and brochures on the healing and therapy effects of planted aquarium and distributes them to the ADA dealers and distributors nationwide. Despite downturn in Japanese aquarium industry, the global demand for ADA products continues to increase. In such a circumstance, Amano gives his speeches in the countries such as Russia, China and Denmark in response to the increased number of requests from abroad. In view of the post-quake power saving policies and raised environmental awareness including consciousness about biodiversity, ADA proposes and releases the "Window Type" aquarium sets that maintain the aquarium environment just by the effects of living organisms and without using electricity. In September, ADA releases VUPPA-I, the water surface extractor that removes the film on the water surface, a concern among planted aquarium hobbyists. This handmade product made of stainless steel, one of the great features of ADA products, becomes a hot topic among ADA fans. ADA launches the "Medaka no Gakkou", a group of volunteered members set up with the aim for the post-quake restoration of the industry. Forty eight shops from

all over Japan participate in the first phase of this activity. ADA releases new layout materials, namely Kei stone, Sado-Akadama stone, Unzan stone and La Plata sand. The specifications of Riccia Stone are changed to make the production of more elaborate layout possible. ADA distributed the live video of Nature Aquarium Party held in Tokyo International Forum through USTREAM. This leads to the launch of "ADA view", the web video program featuring the information about ADA. The live video of Amano's layout production distributed on ADA view draws a tremendous global response. ADA holds a workshop in Danish Aquarium Fair organized by Aarhus Aquarium Association.

2012

ADA holds a workshop in Hanover Pet Fair in Germany. Most of the entries sent to the layout contest held during this Fair are Nature Aquarium-style layout; and this fact shows how much Nature Aquarium has spread in Germany. Colorado Sand Big is released as a new addition to ADA's cosmetic sand lineup. Aqua Design Amano celebrates its 20th anniversary in April. The 20th anniversary pamphlet and products are distributed and sold. The LED lighting system Aqua Sky is released. This LED system is suitable for growing aquatic plants. Voting system is introduced for the judgment effective from the International Aquatic Plants Layout Contest 2012. ADA makes and displays the world's largest Nature Aquarium in Sumida Aquarium within Tokyo Sky Tree town.



ADA Products

Grand Solar I

Grand Solar II

Super Jet Filter EX

Wabi-kusa (Initial model)

Tropical Forest CO2 Bottle

Grand Solar 250

Forest Sand

Maintenance Stand

Do!Aqua series

NA Thermometer J

Pollen Glass TYPE-3

"Window Type" aquarium sets

Vuppa-I

Various layout stone, such as Unzan stone La plata Sand

20th anniversary limited goods

LED lighting AQUASKY

Progress of ADA

Lecture in Moscow, Russia

Introducing NA as an art in GEISAI

Lecture in Wargurb, Germany

Lecture in Spain

Full partnership for movie "Sonotokiha karen yoroshiku" (say hello at this time)

Lecture at Bangalore in India

Reached the largest ever applications at IAPLC 2010

New ADA logo mark

Aquarium Fair Malaysia

Earthquake Manual

Pamphlet of Nature Aquarium Therapy

ADA view is supplied by web video program

Display NA in Sumida aquarium

Field and event

"The Rio Negro" (published by Marine Planning)

Photo exhibition "The Rio Negro"

CD and DVD "AMAZON"

Photo exhibition "Sado - To Pristine Forest from Bottom of Sea"

SADO - To Pristine Forest from Bottom of Sea

"Revised and Enlarged Edition"

G8 Hokkaido Toyako Summit

Photo exhibition "SADO - a Natural Treasure of Japan"

"Glass no Naka no Daishizen 1985-2009" (Publisher: Sekai Bunka Publishing, Inc.)

"THE LAST AMAZON" (Publisher: Shogakukan)

Photo exhibition in Italy

Features the primeval landscapes of Rio Negro in Amazon.

At Nizayama Forest Art Museum in Toyama, Japan

Precious live sound recording featuring Amazonian jungle

At Tokyo Metropolitan Museum of Photography

Features rich nature of Sado.

The photos of pristine cedar tree forest in Sado Island taken by large format camera were exhibited and attracted global attention.

The first photo exhibition organized by Japanese in Qatar (Doha, Qatar)

A true masterpiece collection of Nature Aquarium

A complete compilation of Amano's works taken during photography trips

A photo exhibition was held in the National Archives of Italy.