

Hitachi's IP Strategy

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Focus of Corporate Strategy

Global

Fusion

Environment



Promoting IP Activity in line with Corporate Strategy

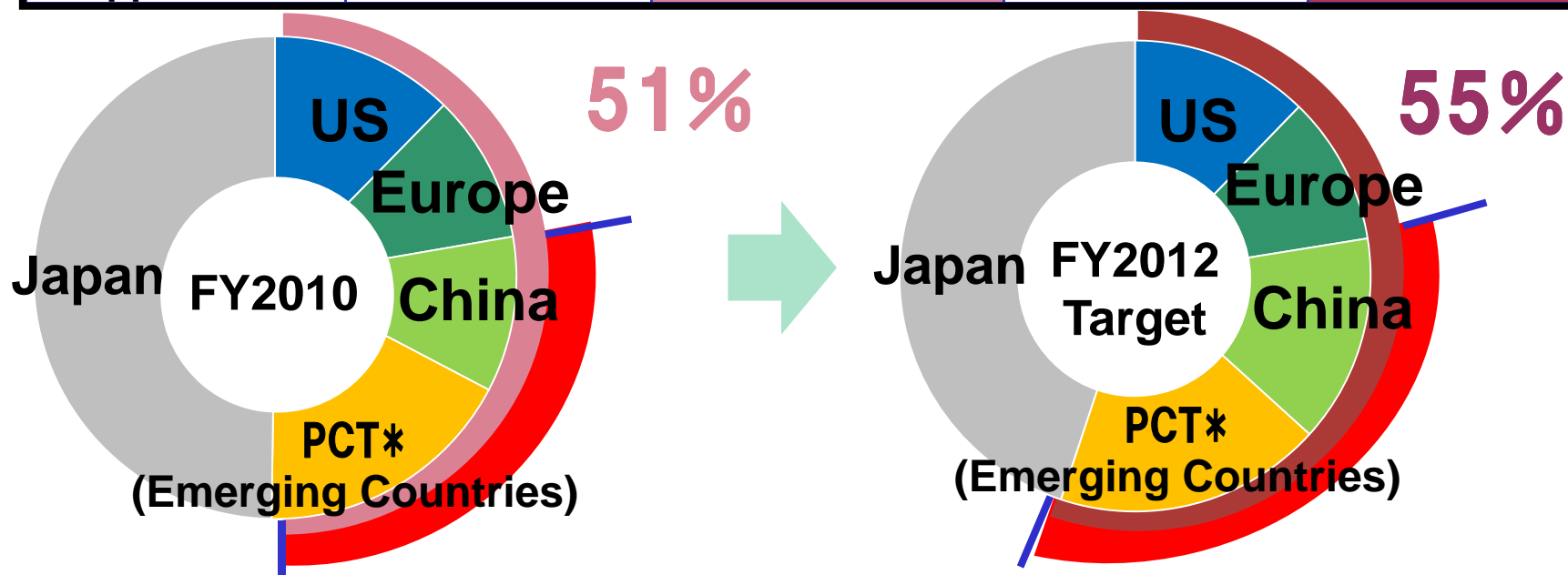
2 Promoting Globalization of IP Activity

■ **FY2012 Overseas Revenue Ratio: Stretch Target over 50%**

Global

■ **FY2012 Overseas Patent Application Ratio: Target 55%**

FY	2009	2010	2011 Target	2012 Target
Hitachi (Overseas Patent Appl. Ratio)	47%	51%	52%	55%



➤ Increase the number of patent applications in China and PCT applications
(For China and emerging countries)

*PCT (Patent Cooperation Treaty) Application: a single application for a patent which has legal effect in Treaty member countries.

2 Promoting Globalization of IP Activity

Global

HITACHI
Inspire the Next

Japan Patent Applications Published in 2010		US Patents Issued in 2010		China Patent Applications Published in 2010	
Corporate Group	Number of Applications	Corporate Group	Number of Patents	Corporate Group	Number of Applications
1. Panasonic	14,780	1. IBM	5,899	1. ZTE	5,357
2. Toyota	14,294	2. Samsung	5,749	2. Huawei	3,015
3. Hitachi	10,748	3. Panasonic	3,135	3. Sony	2,465
4. Toshiba	10,325	4. Microsoft	3,094	4. Panasonic	2,364
5. Mitsubishi Electric	7,970	5. Hitachi	2,908	5. Hon Hai	2,304
6. Canon	7,802	6. Canon	2,662	6. LG	2,261
7. Seiko Epson	6,706	7. Toshiba	2,554	...	
...		...		11. Hitachi	1,459
17. GE	1,136	11. Siemens	1,733	13. GE	1,202
21. Siemens	361	15. GE	1,461	16. Siemens	986
		21. Mitsubishi Electric	768	18. Toshiba	871
				21. Mitsubishi Electric	668

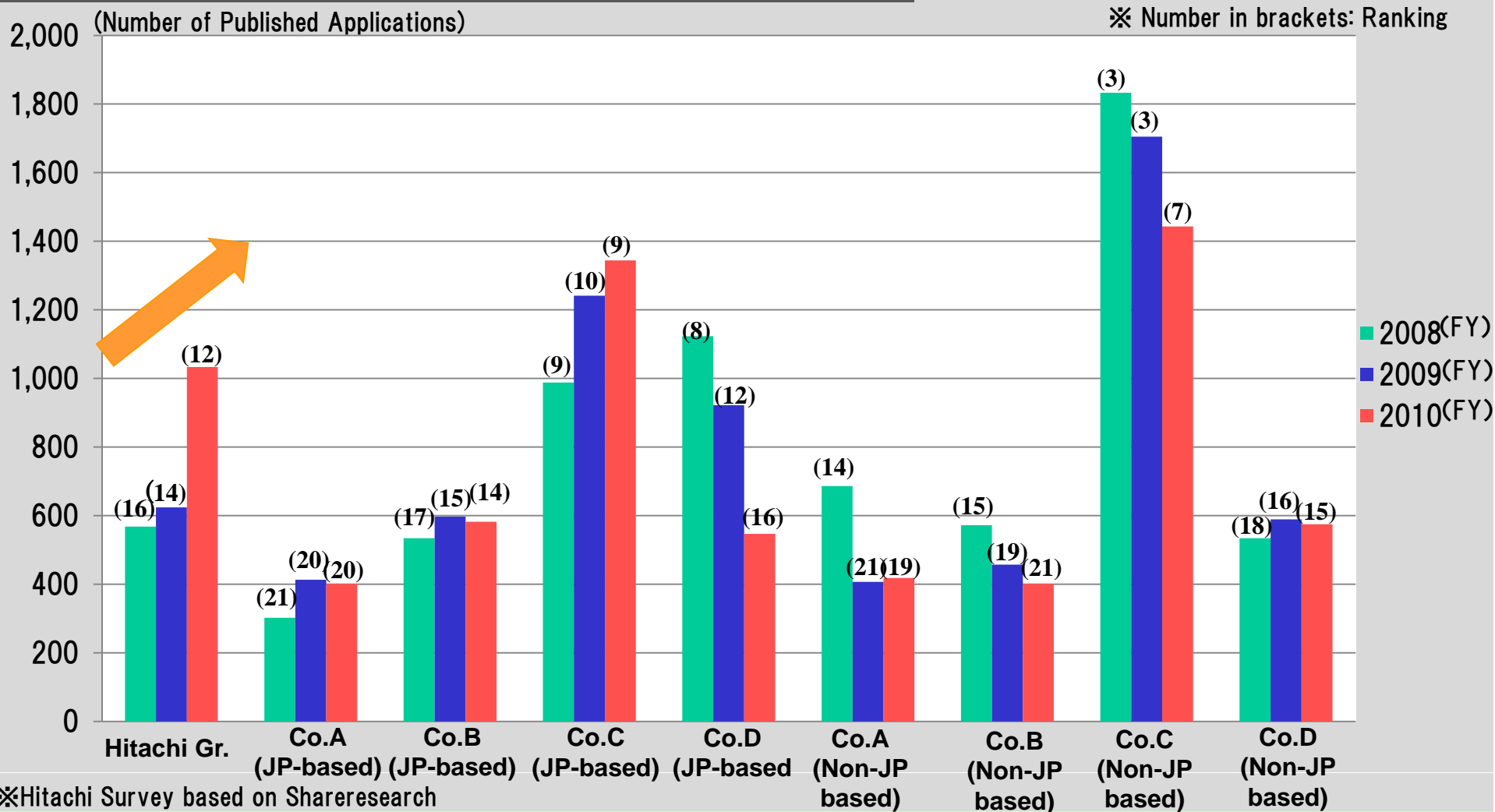
※Hitachi Survey based on Shareresearch, Patoliis, IFIPAT/Questel-orbit, Pat-List/CN

➤ Hitachi leads most of major competitors in the number of patents/patent applications in Japan, US and China.

2 Promoting Globalization of IP Activity

Comparison of PCT Published Applications (Recent 3 year total) with Major Competitors

Global

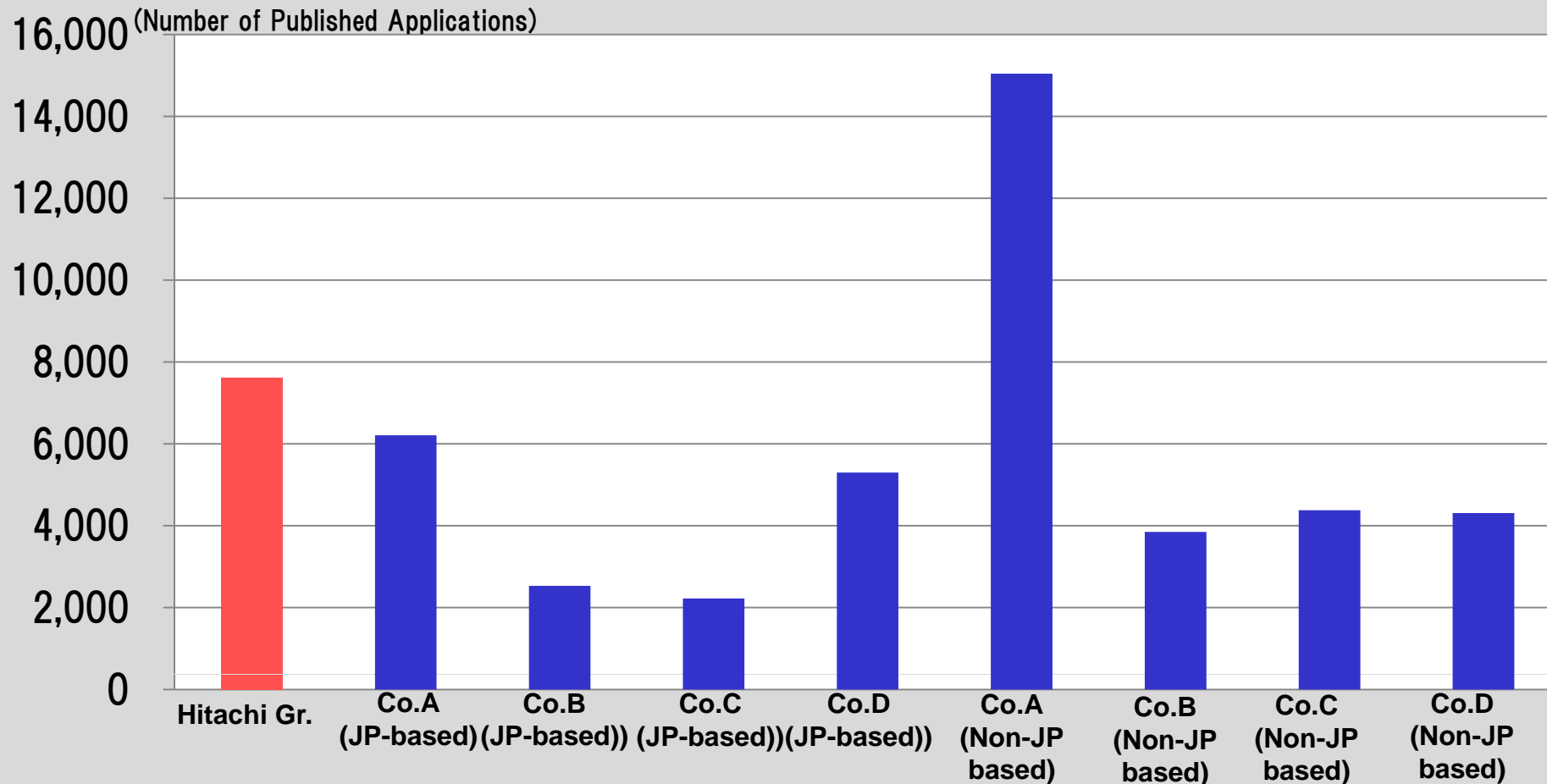


➤ Hitachi actively utilizes PCT applications to strengthen patent protection in emerging countries.

2 Promoting Globalization of IP Activity

Comparison of US Issued Patents (Recent 3 year total)
with Major Competitors

Global



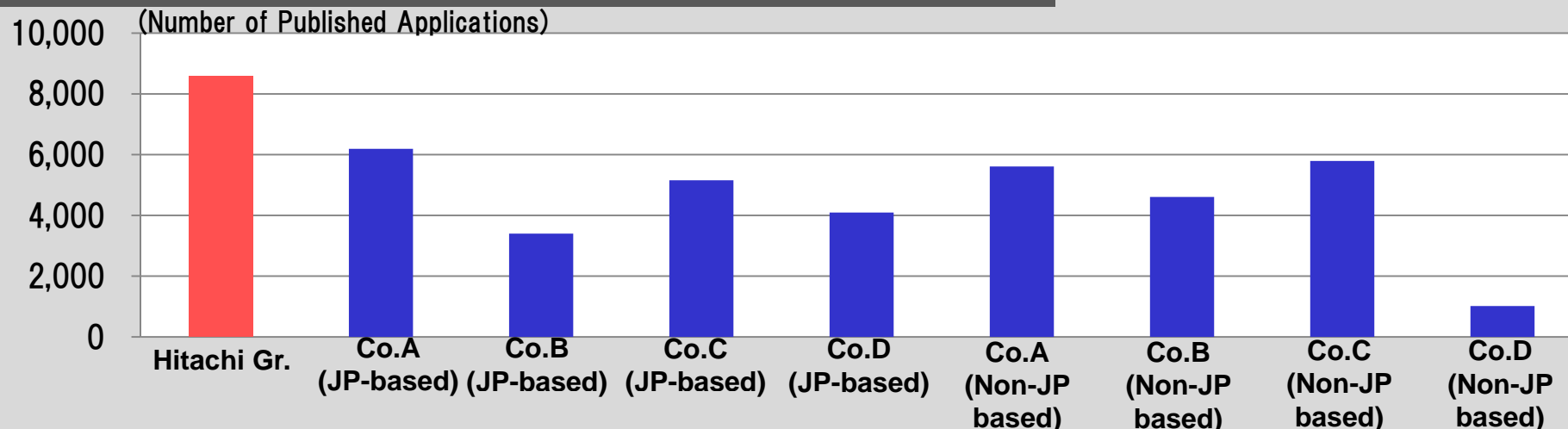
※Hitachi Survey based on IFIPAT/Questel-orbit

➤ Hitachi competes equally with most of major competitors in the number of issued patents.

2 Promoting Globalization of IP Activity

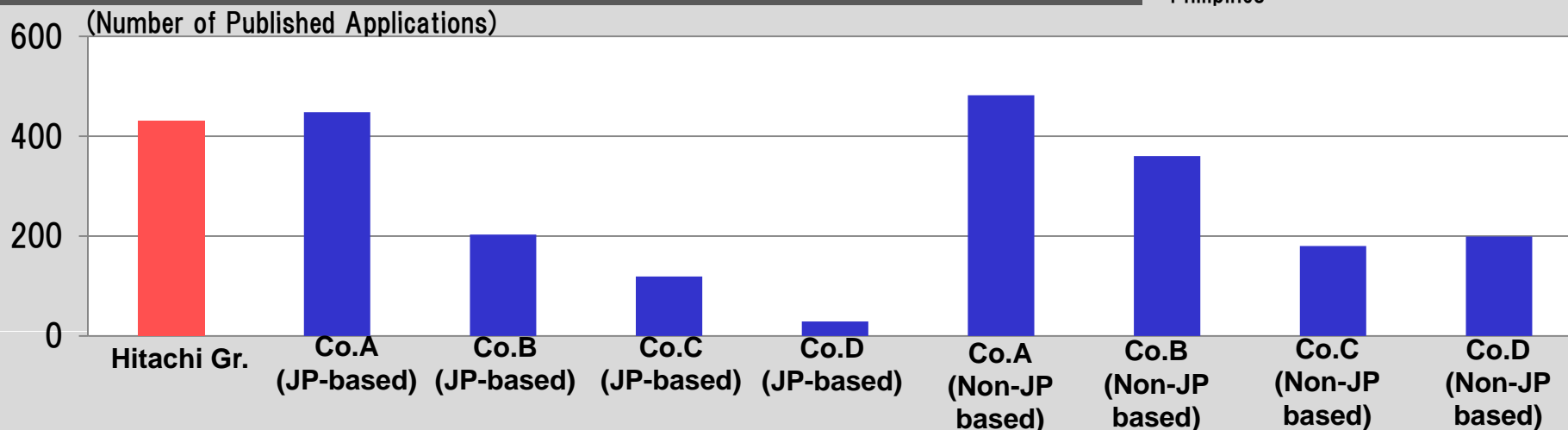
Comparison of China Published Applications (5 year total) with Major Competitors

Global



Comparison of Southeast Asia Published Applications (5 year total)* with Major Competitors

*total numer in year 2005-2009 for Vietnam, Thailand, Indonesia, Singapore, and Philipines



※Hitachi Survey based in Sharesearch, PATOLIS, IFIPAT/Questel-orbit, Pat-List/CN

■ Goal of IP Globalization

Maintain strengthening overseas patent filing, adapting to each business market.

Global

Fusion

Environment

■ Focused Technology Themes(Examples)

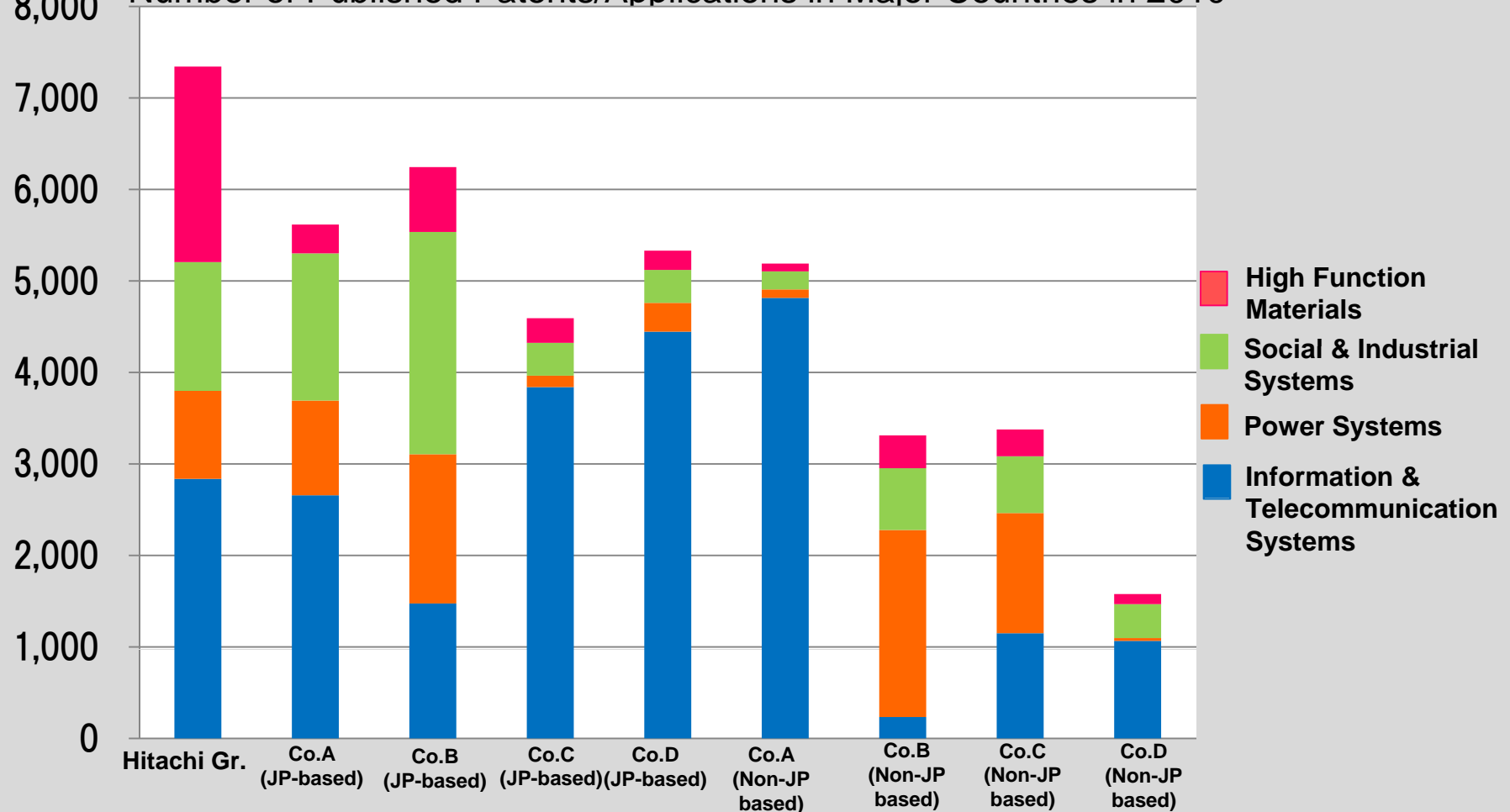
Field	Theme
Global	Storage Systems
	Smart Grid
Fusion	Information Platform for Social Infrastructure
Environment	New Power Devices
	Inverters
	Li-Ion Batteries
	Green Mobility

4 Environment-related Technology Patent Portfolio

Comparison of Patent Portfolio for Environment-related Technology with Major Competitors

Environment

Number of Published Patents/Applications in Major Countries in 2010



※Total number of Japan published applications, US issued patents, EP published applications and China published applications
Hitachi Survey based on Sharersearch、PATOLIS、IFIPAT/Questel-orbit、Pat-List/CN

5 Strengthening International Standardization Activity

➤ Aiming at standardization activity that facilitates expanding Hitachi's strong business fields.

Global

Fusion

Environment

Example	Environmentally Conscious Data Centers
Activity	Expanding Hitachi's strong business of IT/air-conditioner collaborative control, by means of standardization of interfaces between devices.

➤ Providing key persons to international standardization organizations to promote Hitachi's presence

<p>IEC*1</p>  <p><u>Vice President</u> Hiromichi Fujisawa Corporate Chief Scientist R&D Group</p>	<p>IEC*1</p>  <p><u>TC*2111Chair</u> Yoshiaki Ichikawa Senior Chief Engineer Environmental Strategy Office</p>
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- ITSCJ*3 SC27*4 Chair(Security): Kazuo Takaragi, Senior Chief Researcher, Yokohama Research Laboratory
- JEITA*5 Jisso Technology Standardization Committee Chair: Masahide Harada, Senior Project Manager, Yokohama Research Laboratory
- Ecma International TC38 Chair: Osamu Namikawa, Senior Engineer, Information & Telecommunication Systems Company

*1 IEC: International Electrotechnical Commission. One of the major international standards organizations.

*2 TC: Technical Committee, *3 ITSCJ: Information Technology Standards Commission of Japan

*4 SC: Sub Committee, *5 JEITA: Japan Electronics and Information Technology Industries Association

Global

Fusion

Environment

Differentiation, prevention, contribution to sales

Secure Business Freedom

Patent Licensing Income



Maximizing Contribution of IP Activity to Business

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