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2008-2009

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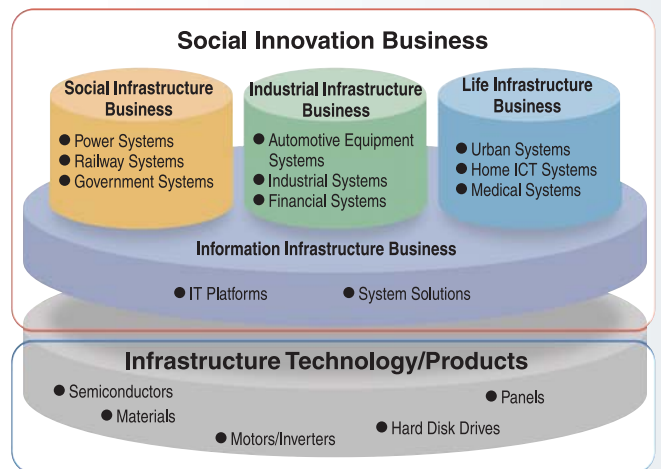
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As Hitachi approaches the one hundredth anniversary of its formation in 2010, we intend to enhance the value we provide as a company by further honing our production and technological strengths while reinforcing the resolve behind our corporate credo of “contribute to society through the development of superior, original technology and products.”

Our primary aim for the future is to accelerate global growth in our Social Innovation Business. This Social Innovation Business consists of our Social Infrastructure Business, which supplies highly efficient and highly reliable power generation, railway, and other systems, our Industrial Infrastructure Business, which provides technologies for hybrid vehicles and energy-saving systems for industry, our Life Infrastructure Business, which provides secure and convenient solutions and home ICT (information-communication technology) systems, and our Information Infrastructure Business, which provides IT (information technology) support to these businesses.

To this end, not only will we make full use of the highly reliable technologies and collective strengths of Hitachi, we also believe that accelerating local based operations and ensuring rigorous risk management will be important points in achieving this growth. We will build a business structure that com-



Bringing Forth Innovation to Meet the Challenge of Global and Social Issues by Combining the Extensive Experience and Expertise of the Hitachi Group

business stability with high income by maximizing synergies with the Infrastructure Technology/Products such as advanced materials that provide the foundations of our Social Innovation Business.

Hitachi is also raising the overall capabilities of the group and making progress in dealing with global environmental issues. Specifically, we have established “Environmental Vision 2025,” a long-term plan that aims to have Hitachi Group products delivering a 100-million-ton reduction in CO₂ emissions by 2025. Steps towards achieving this goal are already in place, including the establishment of an “Environmental Strategy Office” and the appointment of a CEnO

(Chief Environmental Strategy Officer) for the Hitachi Group. In addition to the aim that all Hitachi Group products be Eco-Products by 2025, we are working actively to create environmental value through collaborative creation within and outside the Hitachi Group on a global scale.

We intend to put into practice our corporate statement of “Inspire the Next” by combining the experience and expertise gained from our diverse businesses in numerous ways to bring forth new innovation while at the same time strengthening our business fundamentals in many different ways to ensure that we deliver ongoing growth for the Hitachi Group.



Etsuhiko Shoyama, Chairman
(left)



Kazuo Furukawa, President
(right)

