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The history of Hitachi started exactly 100 years ago with the manufacture of an electric motor. This 5-HP motor was developed by a young engineer named Namihei Odaira who was to become the founding president of Hitachi and who had a strong sense of mission aimed at "contributing to society through the development of superior, original technology and products." The development of this motor was the first step in the hundred year journey that led up to Hitachi as it is today. This passionate vision expressed by Founding President Odaira at that time has been taken up as a Corporate Credo that is held dear throughout the Hitachi Group.

Over the last 100 years, industry has undergone remarkable progress in Japan and the rest of the world allowing many countries to achieve economic prosperity. On the other hand, global society now faces numerous problems, including global warming and resource and energy depletion. Contributing through technology to solving these problems faced by society is not only part of Hitachi's founding credo, it is also an important social responsibility for all companies. What is now needed is to transform the structure of society to achieve a more sustainable lifestyle that combines economic progress with a reduction in the burden on the global environment. In working toward this goal, Hitachi is putting its efforts into its Social Innovation Business which supplies environmentally conscious, safe, and reliable social infrastructure that is enhanced by the use of IT (information technology).

To strengthen this Social Innovation Business, I emphasize three key concepts: "Global," "Fusion," and "Environment."

The first concept, "Global," represents our work aimed at establishing a presence in global markets

Moving into the Next 100 Years with Reliable Technology —Hitachi's Ongoing Growth as a Social Innovation Company—

in our role as a truly global corporation. The demand for social infrastructure is growing internationally and includes both core social infrastructure in emerging economies and "renovation" that seeks to establish a low-carbon lifestyle in industrialized economies. Hitachi is seeking to strengthen locally based coordination and control functions by working with local partners to supply social infrastructure based on an intricate understanding of local needs including creating environmentally conscious cities and managing the reticulation of fresh and waste water.

The second concept, "Fusion," means the fusing of our advanced and highly reliable IT with our technologies for high-quality social infrastructure. Corporate organizations that can combine technologies from both these fields are rare anywhere in the world. Further, this fusion holds the key to realizing the next-generation of high-added-value infrastructure such as environmentally conscious data centers and smart grids that can make effective use of renewable energy and provide a reliable supply of electricity, for example.

The third concept, "Environment," is essential to the infrastructure for a more sustainable low-carbon society. Nuclear power generation that reduces the environmental impact, highly efficient thermal power generation, and hybrid systems for trains and cars are among the main pillars of our business, and we are also working to strengthen the key devices for a low-carbon society including the high-performance motors and inverters and highly reliable lithium ion batteries that support these applications.

HITACHI TECHNOLOGY 2010-2011 contains articles on a wide range of Hitachi technologies including the example technologies mentioned

above and other related technologies. With these reliable technologies as a wellspring of innovation, we will continue to breathe life into the coming age by putting into practice our corporate statement of "Inspire the Next." Further, we intend to go on contributing through technology to global society over the next 100 years by taking up the challenge of growing as a social innovation company.



A handwritten signature in black ink, which appears to read "H. Nakanishi". The signature is fluid and cursive, with a long horizontal line extending from the end.

Hiroaki Nakanishi
Representative Executive Officer and President