
From the Editor

Responsible for Smart Life and Ecofriendly Systems in Infrastructure Systems Group of Hitachi, Ltd. Hitachi Appliances, Inc. seeks to enrich people's ways of life and make them more convenient through comprehensive air conditioning equipment, home appliances, and environmental equipment. Our aim is to bring innovation to people's lives by contributing to society through the dedicated pursuit of "eco" qualities (meaning energy efficiency and reducing the load on the environment), and by offering products that incorporate new value. This issue of *Hitachi Review* focuses on our work in the field of home appliances.

To create new value, we undertake product development in Japan under the slogan "eco + unique value". By identifying the emergence of new values and consumer needs that change with changing lifestyles, we use new technology and new functions to deliver the value that people are genuinely looking for.

Outside Japan, we are pursuing a premium strategy based on products with high added value that incorporate "eco" and unique functions, supplying products packed with new technologies and functions developed for the very demanding Japanese market. Energy efficiency in particular is an important focus due to the accelerating trend toward such requirements as tighter regulations and the adoption of new standards, including in overseas markets. Consumers are choosing Hitachi's products because of the value we add through unique functions, while also adapting products to suit the different basic needs that arise from differences in culture, living practices, and social infrastructure.

In this issue's Expert Insights, Ms. Jasmine Lim of GfK Asia Pte Ltd. has contributed her views on the characteristics of markets in the Asia Pacific region and what consumer needs indicate about the future outlook for the home appliance market.

In Technotalk, we invited the General Manager of Hitachi's Design Division and the General Manager of the Mechanical Engineering Research Center at Hitachi Research Laboratory for a discussion of approaches to value creation from a consumer's perspective and future technical developments for achieving lifestyle innovation, covering such topics as consumer research and other activities at our Lifestyle Research Center, as well as development methodologies for unique functions that satisfy consumer needs.

In Topics, there are articles describing our design strategies.

Hitachi Appliances intends to continue working on product development aimed at achieving lifestyle innovation and marketing these products throughout the world. I hope that this issue of *Hitachi Review* will prove useful to you.

Editorial Coordinator,
Home Appliances and their Role
in Hitachi's Social Innovation Business Issue



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