
Moving Forward with our Social Innovation Business

Hitachi's Social Innovation Business provides safe and reliable social infrastructure that has been enhanced by the application of information technology (IT). The Hitachi Group has embraced the Social Innovation Business as a unifying focus globally. In that time, we have achieved numerous successes while, at the same time, earning the support of customers and other partners from around the world.

In the UK, where we have been awarded a contract to supply railway systems for the Intercity Express Programme (a high-speed railway project), Hitachi unveiled leading production rolling stock last year and started transporting it to local areas. Moving the railway systems business head office functions to London has accelerated business development because it has enabled us to maintain closer contact with the people in the local area. And, in the Manchester Region of the country, Hitachi is engaging in a proof-of-concept project to improve healthcare services utilizing IT. While these are only some examples of our work, what they have in common is our practice of working in close proximity to customers so we can identify and understand their underlying challenges and not only overcome these challenges, but do so in ways that contribute to improving people's quality of life.

Modern society continues to face a combination of serious problems and a range of threats that need to be confronted on a global scale; these include securing a stable food supply, reducing resource and energy depletion, and achieving environmental sustainability. All of these complex challenges — such as energy, transportation and water — involve numerous interrelated problems. This means that the progress that can be made when working on a specific social infrastructure system in isolation is limited. To achieve progress in social infrastructure, I believe we need to move away from a micro approach and, instead, seek to improve all aspects of the infrastructure by integrating and harmonizing systems operations. This will require a major paradigm shift to a concept we call "symbiotic autonomous decentralized systems." The seamless interconnection between different systems that define this concept will allow these systems to operate together and deliver functions at the macro level. This will facilitate business innovation by providing more sophisticated services while making better use of limited resources, and it will help create a society that can adapt flexibly to environmental changes.

While sharing in each and everyone's tireless ambitions and the joys of growth with our customers, and through our Social Innovation Business, we at Hitachi are working to create such a society by taking on challenges around the world.

For example, some of the technology developments described in this issue of *Hitachi Review* include the use of large electric power storage systems to ensure a reliable supply of energy, a new generation of traffic infrastructure that links vehicles with IT, and new achievements in the care cycle made possible by improvements in medical equipment functionality. Through solutions like these, based on the symbiotic autonomous decentralized systems concept, we are supplying IT platforms that foster innovation by linking these technologies together, and we are working to ensure the security that will protect both corporate activity and people's lives.

In pursuing these many innovations in response to the ongoing changes in society, we have continued our Mission of "contributing to society through the development of superior, original technology and products." To quote our global campaign — "SOCIAL INNOVATION — IT'S OUR FUTURE." I hope that everyone will support us as we continue to create a Hitachi that answers the world's needs through our Social Innovation Business.



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