

Corporate Responsibility Toward an Environment-Conscious Manufacturer

-Introducing CoolCenter 50 and SystemIntegration LCA-

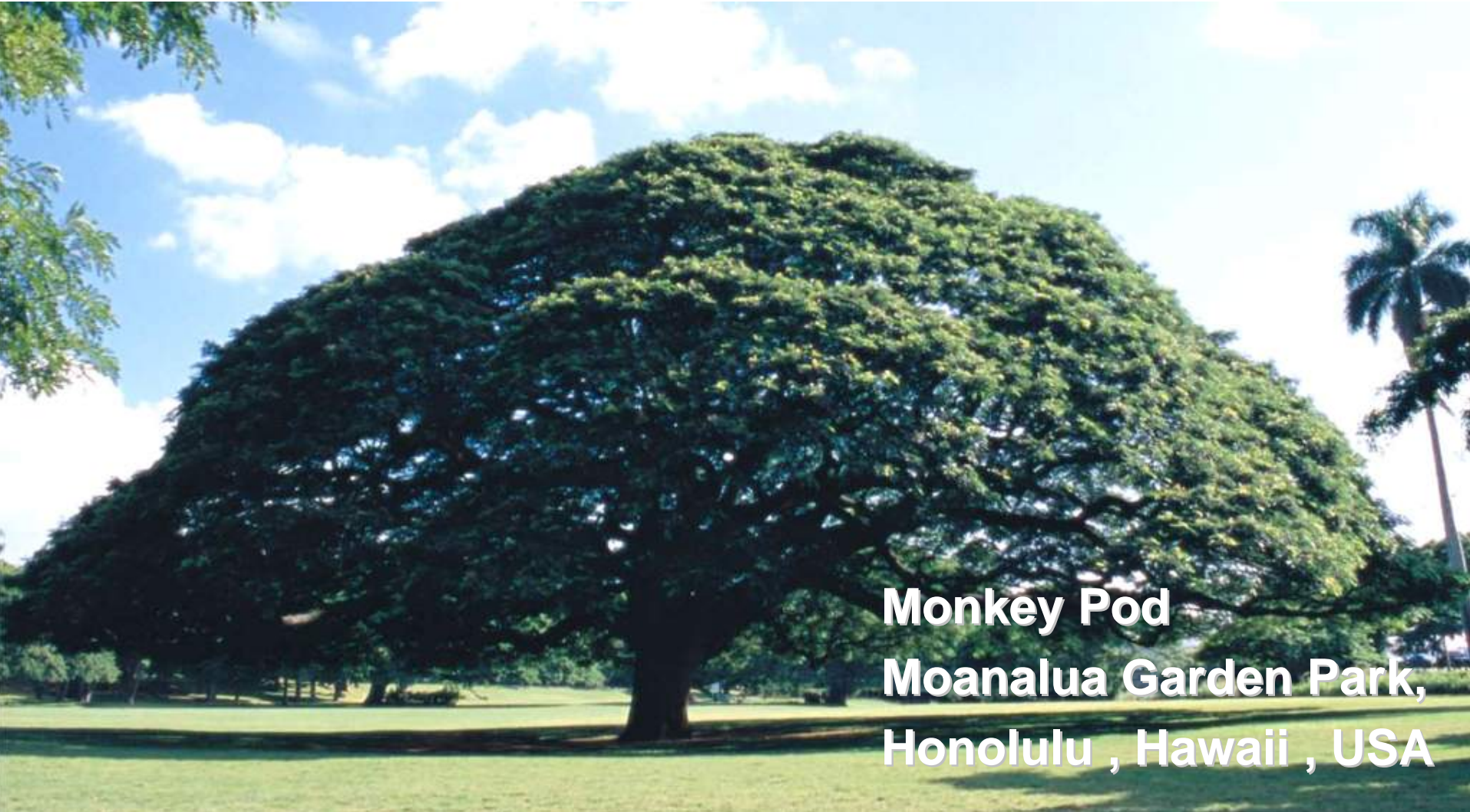
15 April 2008

Kyoto, Japan

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Information & Telecommunication Systems,
Hitachi, Ltd.

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Monkey Pod
Moanalua Garden Park,
Honolulu, Hawaii, USA

1 – 2 Hitachi Group Business Fields

(Year ended March 31, 2007)



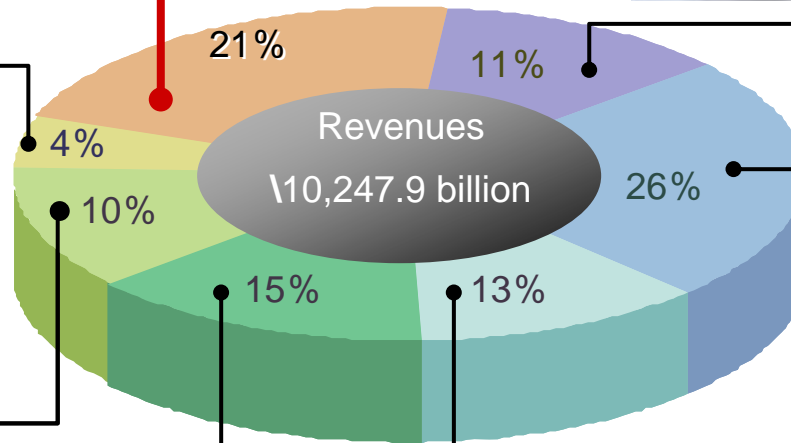
Information & Telecommunication Systems
(ICT Sector)



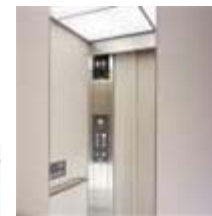
Electronic Devices



Financial Services



Power & Industrial Systems



Digital Media & Consumer Products



Logistics, Services & Others

High Functional Materials & Components



2 – 1 Environmental Vision for the Future

Fundamental Credo: Contribute to society through the development of superior, original technology and products



In addition to preventing global warming, Hitachi will leverage its products and businesses to contribute to society via conservation of ecosystems and resource recycling

- Create energy with reduced CO₂ emissions
- Create products that consume minimal energy

Global warming prevention

Pioneering Sustainability

Resource recycling

Ecosystem conservation

- Create a recycling-oriented society

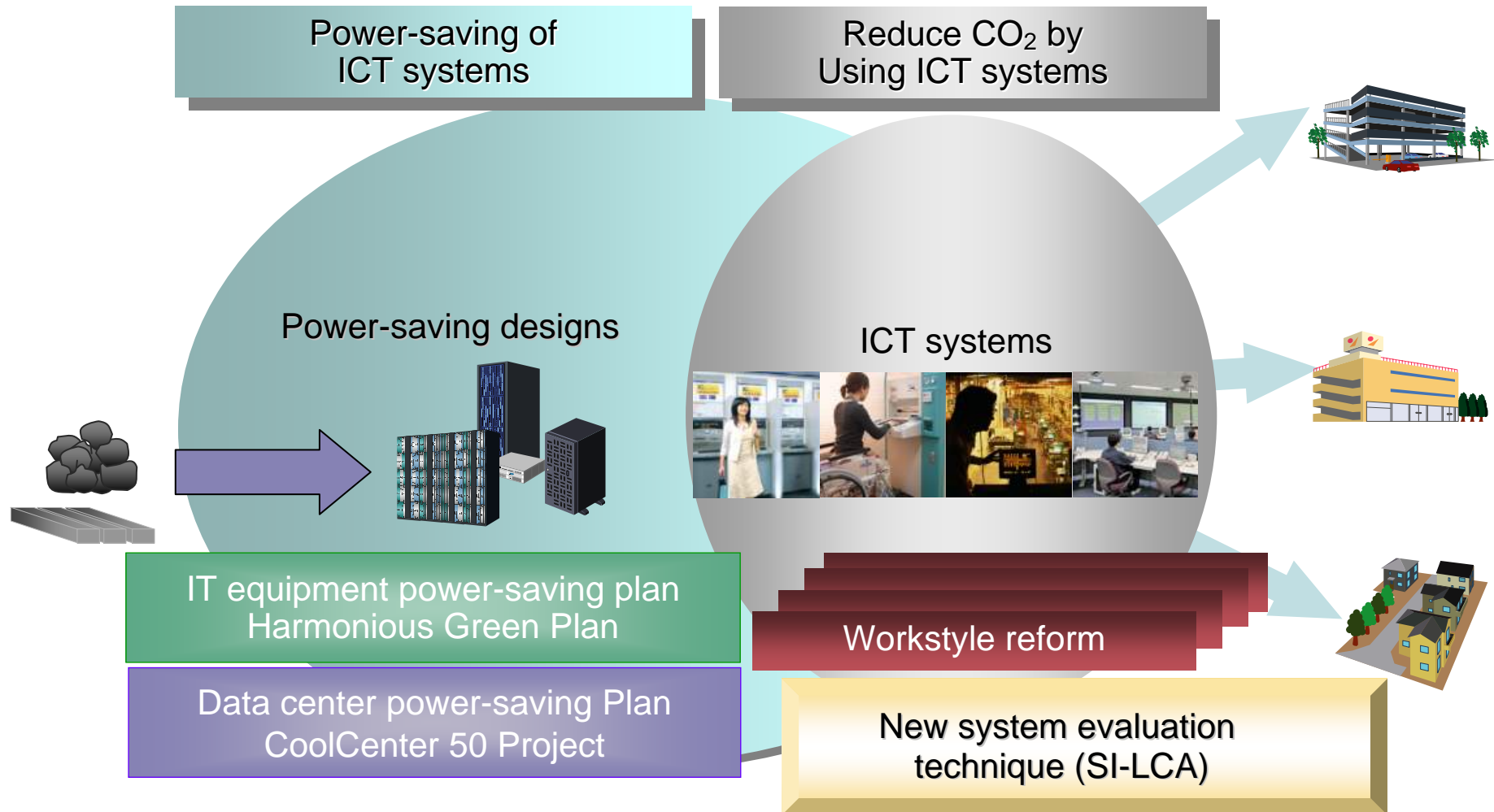
- Ensure clean air, water and soil to preserve biodiversity

2 – 2 Specific Initiatives Under Our Environmental Vision

- **Medium-term Plan “Environmental Vision 2015” (3/2006)**
 - Achieve “emission neutral” status by fiscal 2015
 Reductions in CO₂ emissions during production
 = Reductions in CO₂ emissions during product use and recycling

- **Long-term Plan “Environmental Vision 2025” (12/2007)**
 - Reduce CO₂ emissions associated with Hitachi Group products by 100 million tons/year in fiscal 2025
 (2005: 26.6 billion tons worldwide)
 - Challenge making all Hitachi Group products “Eco-Products”
 - Promote Collaborative Creation Projects to develop technology for combating global warming

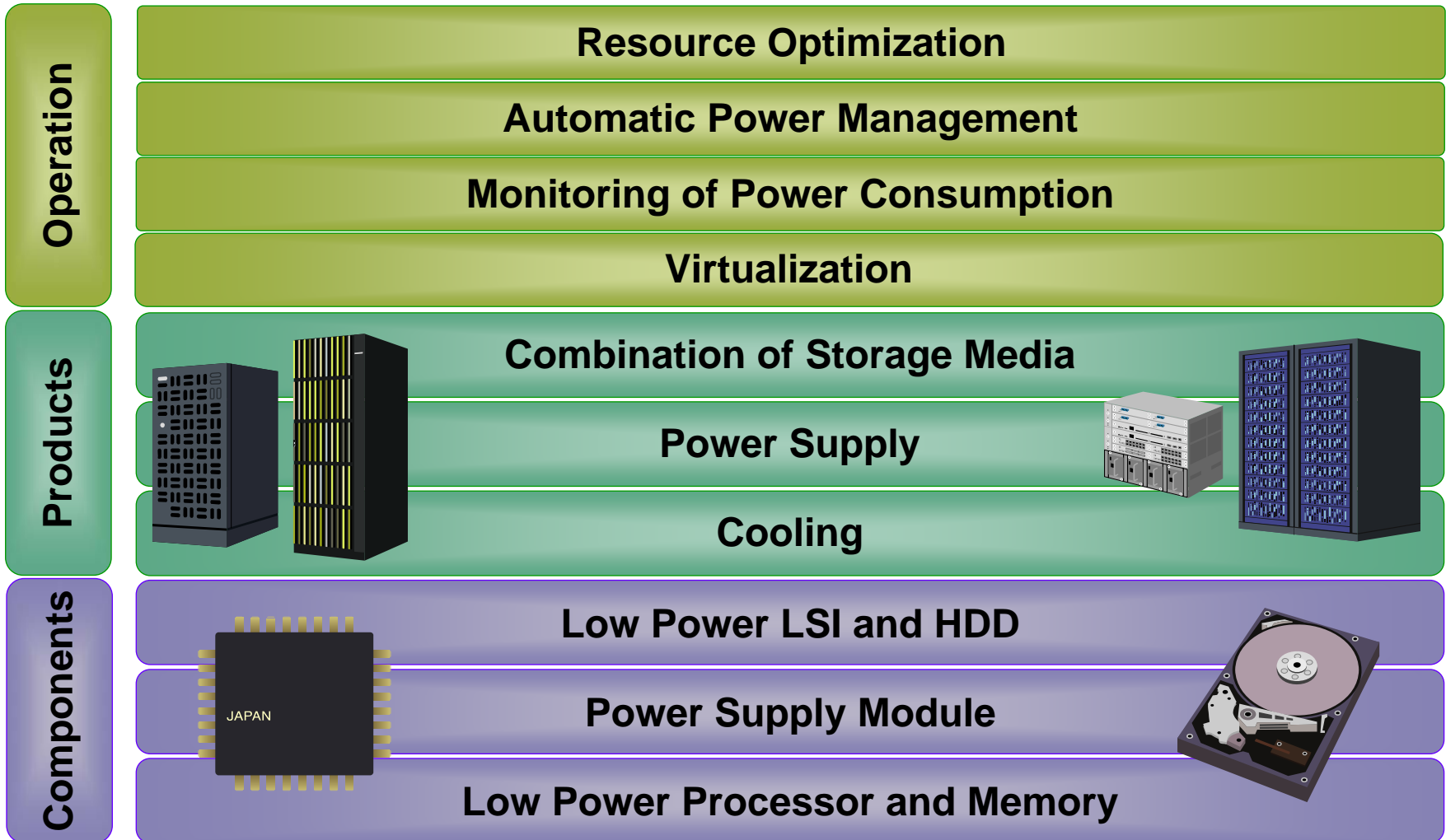
3 – 1 Outline of Efforts in ICT Sector



SI-LCA: System Integration Life Cycle Assessment

3 – 2 Harmonious Green Plan

Goal: Reduce ICT equipment CO₂ emissions by 330,000 tons over the next five years



3 – 3 CoolCenter 50 Project

Goal: Reduce power consumption at data centers by 50% over 5 years

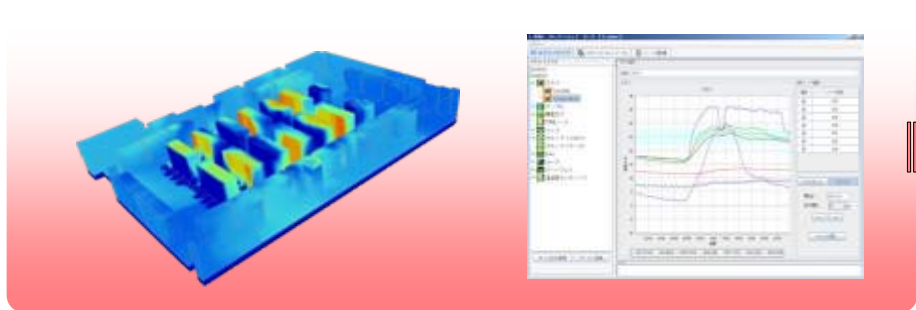
- ICT equipment power-saving plan

Harmonious Green Plan



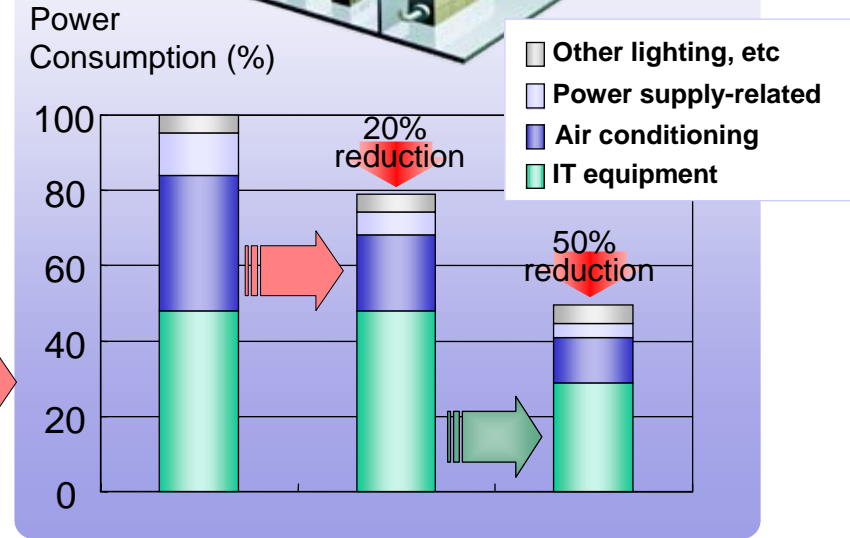
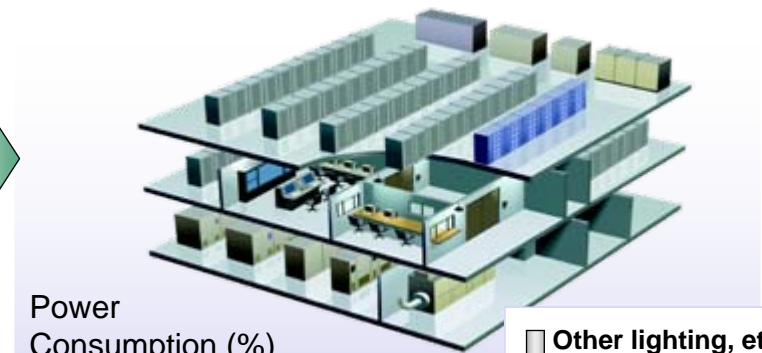
- Provide solutions

Thermal analysis solutions



- Data center power-saving plan

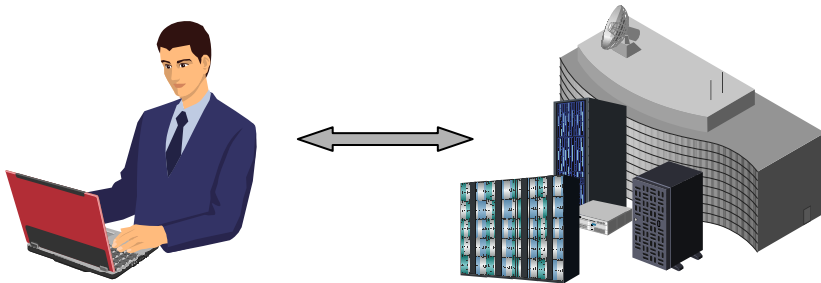
CoolCenter 50 Project



3 – 4 Reducing CO₂ Emissions by Using ICT Systems

Workstyle Reform (50,000 people)

- Use of thin client (disk-less) PCs to bolster security
- Facilitating a ubiquitous work environment (out of the office, at home)
- “Free address” workplace with no designated desks



Paperless, “free address” workplaces

Advanced information security

Speedy decision-making



Increase time with customers by up to 30%

Rebuild workplaces using “free address” system



Save office space by up to 30%

Reduce movement of personnel and things

Reduce consumption of paper and other resources



Quantitative evaluation necessary

3 – 5 What is SI-LCA (System Integration-LCA)?

The evaluation of environmental load throughout the lifecycle of systems, software and services

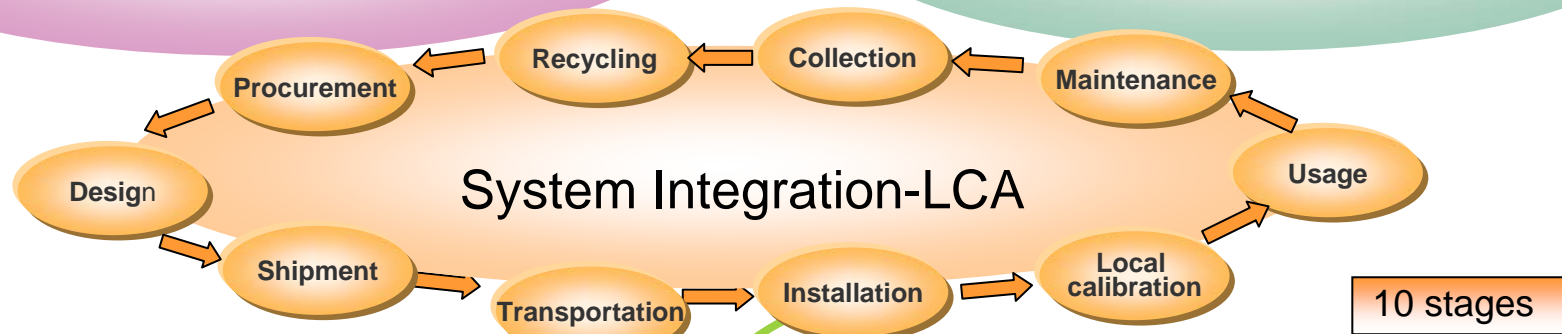
Negative Benefits

- Resource consumption when manufacturing IT equipment
- Energy consumption during operation

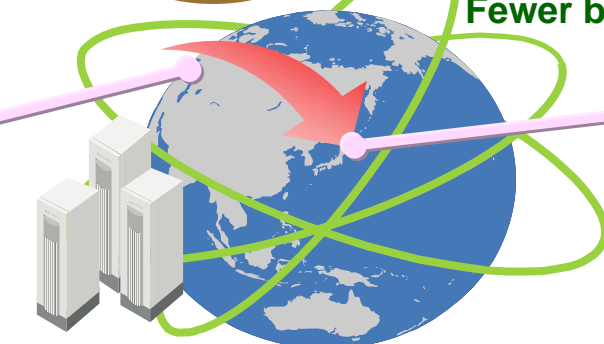
VS

Positive Benefits

- Reduced movement of people and things
- Reduced resource consumption
Teleconference, SCM, simulations



Fewer business trips

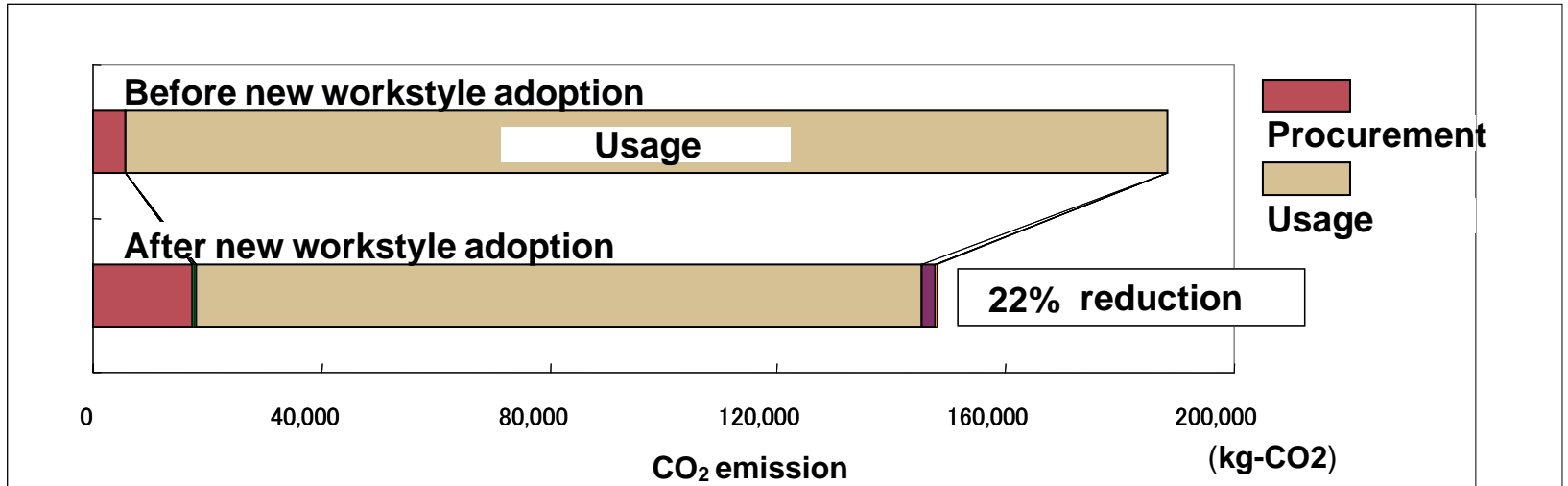


Power consumption

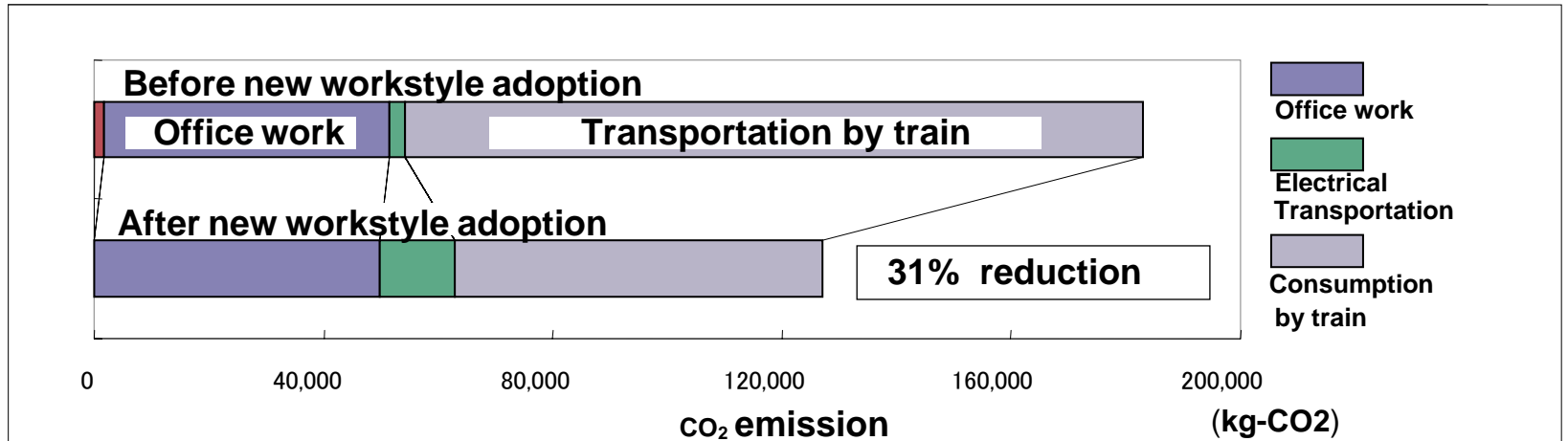


3 – 6 Emission Reductions From SI-LCA Evaluation

Entire life cycle



Usage stage only



- **The use of ICT systems helps prevent global warming and the benefits can be quantified**
- **Hitachi developed SI-LCA to quantify benefits and help in efforts to curb CO₂ emissions**
- **The use of leading-edge ICT systems to support global development should help prevent global warming**
- **Multinational cooperation and evaluation standardization are necessary for further advances**

END

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