



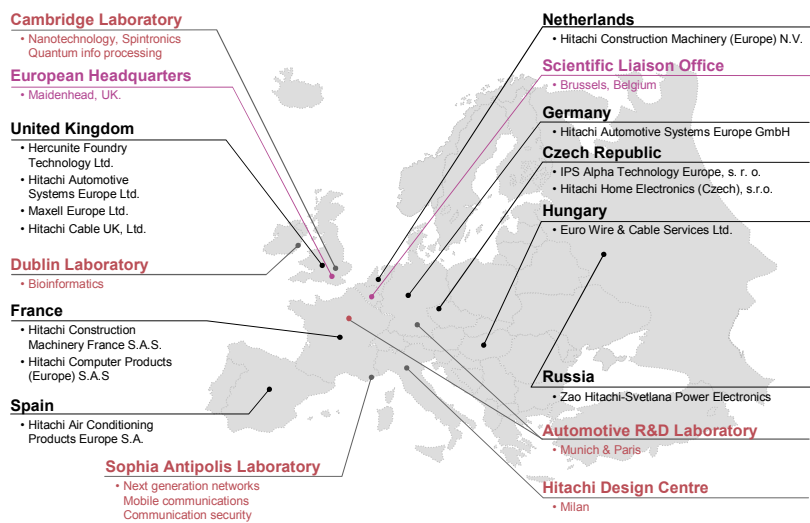
**Hitachi's Commitment to European Science & Technology**

Stephen Gomersall, Chief Executive Europe

10<sup>th</sup> EU Hitachi Science & Technology Forum  
Paris, May 11 – 13, 2007

**Hitachi's Presence in Europe**

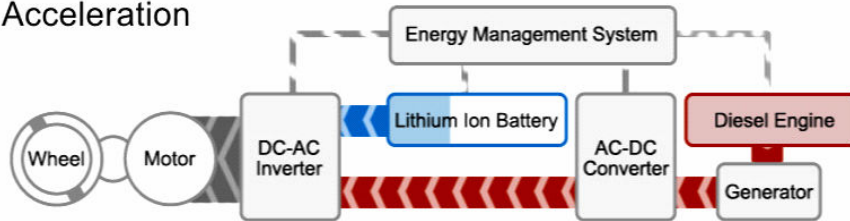
**Corporate Offices / R & D / Manufacturing**



# Hybrid Traction System

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## Acceleration



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# Sustainability project in EU, the smart home future

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## Hitachi EU focus on sustainable business development

Environmental policy agenda  
Global/ EU emissions targets

New and forthcoming legislation  
the new value add = eco



ENVIRONMENTAL



INFRASTRUCTURE



networked systems management (M2M)  
zero emission housing & offices  
tele-working tele-family  
e-services: health government



environmentally aware

networked family

lifelong health

conscious consumer

spendthrift consumer

SOCIAL



BUSINESS

CSR

manufacturing standards  
eco brand values (+premium)  
enabling networked lifestyles  
networked systems management (M2M)  
demand increasing B2C & B2B  
sectors for eco services & products

**We are working on smart home services and applications !**

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SERVICE TOUCHPOINTS INITIAL SERVICE EXPERIENCE

base scenario

LEARN: Catalogues  
 TRY: Store/Web Demonstrators  
 BUY: Web Sign-up  
 EXPLORE: Home Network Filter  
 EVANGELISE: Sign up Family for special deals and manage multiple households from one account.

DESIGN AND COMMUNICATION FOR MASS APPEAL

UTOPIA IVX DC Inverter

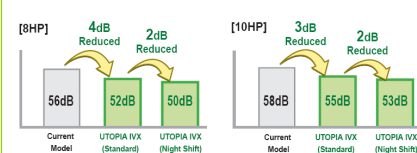


The letters of IVX have the following meanings:  
 " I " : Individual operation  
 " V " : Variable refrigerant flow  
 " X " : Excellent control  
 IVX is also "410" in Roman numerals because R410A refrigerant is used.

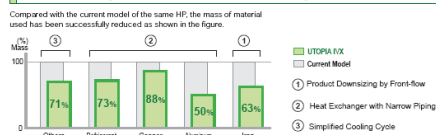
Refrigerant-saving



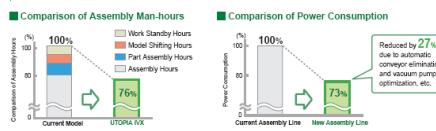
Comparison of Noise with Current Models



The Challenge of Natural Resource-saving



Production Energy-saving



## Hitachi's Research Project Scheme

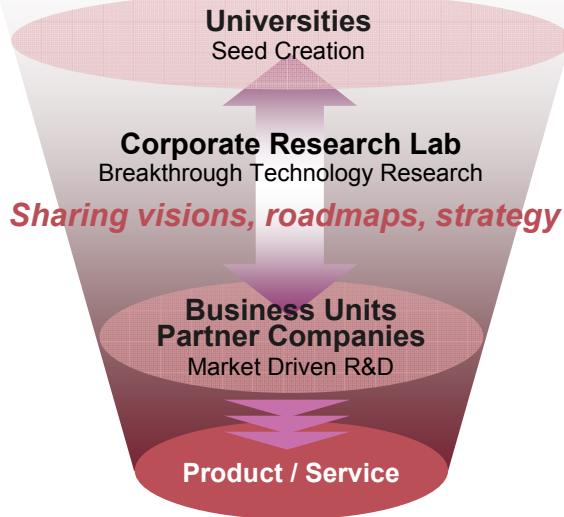
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### A bridge between researchers and businesses

Time to Market

+ 10  
years

Launch



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## Research Relationships

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### Collaborative research in Europe

- Collaboration between German universities and Hitachi Power Europe on advanced power generation technologies
- Spintronics, nanotechnology and quantum information processing research at Hitachi Cambridge Laboratory within Cambridge University
- Hitachi's Sophia Antipolis Laboratory develops Next Generation Networks with universities throughout Europe and keeps close links with Institut Eurécom and INRIA
- Automotive Development Laboratory works with German universities on automotive technologies, including information systems and environmentally friendly drive control
- Hitachi Europe's Rail Group sponsors the Rail Research Group, at Imperial College London

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## Conclusions

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*Europe is key to our company's globalisation process.*

*Hitachi's strength is based on its DNA in quality manufacturing and research*

*The company's future in Europe will be built on social infrastructure, information systems and digital products created in Europe to meet the future needs of European society.*

*Openness of the research and business environment stimulates innovation, technology transfer and the creation of new markets and services.*

*Our European businesses are increasingly localized and enriched by collaboration with European Universities.*

*For the next phase, we will need to diversify our partnerships in Europe.*

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*Technology which improves your life*