

# News Release

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**Contacts:**

Kazuko Amamoto  
Hitachi Asia Ltd.  
+65-6212-1797  
ccg@has.hitachi.com.sg

## **Hitachi Showcases Sustainable Society Concept at IGEM 2014**

- *Booth design features a three-leaf framework representing the three pillars of Hitachi Environmental Vision*
- *Hologram display of Hitachi's business portfolio awaits visitors*

**Kuala Lumpur, Malaysia, 9 October 2014** – Hitachi Asia Ltd. today announced that it will show its Sustainable City concept at the upcoming International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM) 2014. The Sustainable Society Concept combines Hitachi's wide range of products, solutions and extensive experiences to achieve a more sustainable society.

The Hitachi booth at IGEM 2014 is a visual presentation of a simplified "Eco City". It will showcase products and solutions panel displays, video presentations and a 3D display of Hitachi's wide range of business portfolio via a Hologram. A three-leaf framework represents the three pillars of the "Hitachi Environmental Vision" – prevention of global warming, conservation of resources, and preservation of eco-systems. The booth is completed by a prominent half-globe structure that exhibits Hitachi's commitment to help reduce annual CO2 emissions by 100 million tonnes by 2025 through Hitachi's products and services for the prevention of global warming - an urgent target as population grows.

The world's population, having passed the 7 billion mark in 2011, is expected to reach 9.6 billion by 2050. Demand has been increasing for social infrastructure that enables comfortable lifestyles with safety and security.

The environment has become more globalized on various fronts – politically, economically and culturally – with deepening connections to the world economy and society. Emerging countries have become a driving force in global economic expansion, but have also seen a crop of new challenges emerge amid changes in their social fabric.

These problems are waiting to be solved as society aims for sustainable development. In dire need are systems that efficiently manage and control energy for households, offices, buildings, factories and communities; technologies that stabilize power grids to facilitate the introduction of renewable energy such as wind and solar power; and systems that not only make water safe to use, but optimize water recycling with IT to protect the environment and ecosystems by efficiently managing limited water resources.

To meet these challenges, Hitachi offers comprehensive solutions combining social infrastructure systems for energy, transportation, and water with intelligent IT to build next-generation cities -- safe, convenient, comfortable living spaces that are environmentally conscious and address issues such as an aging society.

Hitachi believes in contributing directly to solving the problems and needs of society by providing sophisticated social infrastructure using IT, through the Social Innovation Business.

“Hitachi is committed to contributing to society through our Social Innovation Business. In other words, by adding intelligence to the infrastructure, our Social Innovation Business will be able to create sustainable cities for future generations,” said Mr. Hirohiko Morisaki Managing Director, Hitachi Asia Ltd.

The 132 square metre Hitachi booth (Hall 4 A212-225) will showcase Hitachi’s business contribution and products to achieve the Smart City and ultimately a sustainable society.

Visitors to the Hitachi booth will be able to learn more about Hitachi's suite of Smart City Solutions in areas such as transport, water, energy, industrial, transmission & distribution (T&D), and data storage. Products and solutions on exhibit at IGEM 2014 include Hitachi’s Seawater Desalination System, Transportation Railway System Integrator and Hybrid Train, Rootcause Analysis System for Plant Equipment, Cubicle type Vacuum Insulated Switchgear, Solar Power and Grid Tied Solar PCS, Optical Archiving Library and Home Appliances among others.

IGEM 2014 will be held at Kuala Lumpur Convention Centre (KLCC) from 16-19 October 2014. With increasing global awareness concerning climate change and

environmental conservation, IGEM 2014 aims to provide an essential platform to feature innovative Eco-Products, green technologies and services.

**About Hitachi Asia Ltd.**

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd. and established in Singapore in 1989, has offices across seven Asian countries (Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam). Focusing more than ever on the Social Innovation Business, Hitachi Asia's business includes information systems, power and industrial systems, R&D, international procurement and Centre of Excellence. For more information on Hitachi Asia, please visit the company's website at <http://www.hitachi.com.sg>.

**About Hitachi, Ltd.**

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges with our talented team and proven experience in global markets. The company's consolidated revenues for fiscal 2013 (ended March 31, 2014) totaled 9,616 billion yen (\$93.4 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes infrastructure systems, information & telecommunication systems, power systems, construction machinery, high functional materials & components, automotive systems, healthcare and others. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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