

# News Release

FOR IMMEDIATE RELEASE

## **Hitachi Asia and DENSO International Asia begin collaboration to drive digital transformation in manufacturing in Southeast Asia**

*Contributing to Thailand 4.0 through Lumada and Lean Automation*

**Bangkok, 17 November, 2020** – Hitachi Asia (Thailand) Co., Ltd. (“Hitachi Asia (Thailand)”) today announced the start of its collaboration with DENSO International Asia Co., Ltd. (“DENSO International Asia”) to achieve greater digitalization in the smart manufacturing industry across Southeast Asia through Hitachi’s Lumada<sup>1</sup> and DENSO’s Lean Automation<sup>2</sup>. This will be showcased at the Hitachi booth during the Metalex 2020 exhibition<sup>3</sup> from 18 to 21 November in the Bangkok International Trade & Exhibition Centre at booth AC27.

With this collaboration, both companies will provide new solutions which combine the strengths of Hitachi's Lumada and DENSO's data collection technology (ORiN Technology<sup>4</sup>), which is applied for productivity improvement and Lean Automation. Hitachi’s Lumada provides digital solutions for the management of factories while DENSO’s data collection solutions by using ORiN Technology provides data from various factory automation equipment simply and easily. Both companies aim to invigorate the manufacturing sector with this partnership. The new solutions will be made available to businesses, from small and medium enterprises to large companies, in Thailand and other Southeast Asian countries.

Hitachi launched the Lumada Center Southeast Asia<sup>5</sup> in 2018 to offer digital innovations such as IoT solutions that can facilitate the co-creation of customized solutions to suit different business challenges. In the same year, DENSO International

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<sup>1</sup> For more information on Lumada, please refer to the website:

<https://www.hitachi.com/products/it/lumada/global/en/about/index.html>

<sup>2</sup> For more information on Lean Automation, please refer to the website: <https://www.denso-wave.com/en/robot/solution/lasi/>

<sup>3</sup> Please refer to the Metalex 2020 website for more information: <https://www.metalex.co.th/>

<sup>4</sup> For more information on ORiN Technology, please refer to the website <https://www.orin.jp/en/>

<sup>5</sup> Please refer to the news release dated September 17, 2018, titled “Hitachi Launches Lumada Center Southeast Asia” <http://www.hitachi.com/New/cnews/month/2018/09/180917.html>

Asia launched their Lean Automation System Integrators (LASI) training program<sup>6</sup> to provide training to local system integrators on automated manufacturing technology with the support from government agencies such as Thailand's Ministry of Industry and Japan's Ministry of Economy, Trade and Industry.

Both companies have been aiming to contribute to Thailand 4.0 through such initiatives, and the new collaboration will take them even further towards the goal of advancing digital transformation in Thailand and other Southeast Asian countries.

DENSO's data collection and Lean Automation solutions include KAIZEN<sup>7</sup> technology, and this complements Hitachi's strong foundation in digital solutions, and the combined expertise from both companies will enable the co-creation of better solutions to help further advance and digitalize the manufacturing sector.

Hitachi's Lumada Manufacturing Insights and DENSO's IoT Data Server<sup>8</sup> will come together in new solutions to provide data analysis for factories. This allows for 4M data (huMan, Machine, Material, Method) in manufacturing to be collected, analyzed and visualized digitally. Through such analytics, businesses can have an integrated data set collected from various facilities at their fingertips and factories will be able to better implement 'digital kaizen' for continual improvement in their processes.

Mr. Akihiro Ohashi, Executive Director of Hitachi Asia (Thailand) Co., Ltd., said, "We are very excited to embark on this collaboration with DENSO to accelerate digital transformation in the manufacturing industry. Our aim is to contribute to Thailand 4.0 and this partnership brings to the table many more possibilities with the technologies and capabilities of both companies."

Hitachi Asia (Thailand) will deepen its collaboration with DENSO International Asia to contribute to digital transformation in the manufacturing sector.

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<sup>6</sup> Please refer to the news release dated May 11, 2018, titled "DENSO & DIP Officially Open ITC and LASI Showcase" <https://www.denso.com/th/en/news/newsroom/2018/20180511-01/>

<sup>7</sup> Please refer to DENSO's website for more information: <https://www.denso.com/global/en/business/products-and-services/other-industries/industry/>

<sup>8</sup> Please refer to the website for more information: <https://www.denso-wave.com/en/system/iot/product/server.html>

**About Hitachi Asia (Thailand) Co., Ltd.**

Incorporated in 1992, Hitachi Asia (Thailand) Co., Ltd. (HAS-TH) provides expert solutions in meeting the needs of customers in Thailand, Laos and Cambodia. HAS-TH markets a wide range of products and services for various industry sectors ranging from Power and Infrastructure Systems, Information and Telecommunication Systems to International Procurement services. We provide support to over 13,000 employees across 37 subsidiary companies in Thailand and are committed to contribute to the community as a responsible corporate citizen.

**About Hitachi Asia Ltd.**

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd., is headquartered in Singapore. With offices across seven ASEAN countries Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam - the company is focused on its Social Innovation Business to answer society's challenges. Hitachi Asia and its subsidiary companies offer a broad range of information & telecommunication systems, power systems, social infrastructure & industrial systems, electronic systems and equipment, construction machinery, high functional materials and components, automotive systems, home appliances and others. For more information on Hitachi Asia, please visit the company's website at <https://www.hitachi.com.sg>.

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