HITACHI TECHNOLOGY 2006-2007

Financial Highlights/Trademarks

Information

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Message irom the Management

Hitachi Group Companies Achieve Global Excellence through Strengths in Advanced Technologies

In 2010, Hitachi, Ltd. will celebrate its 100th anniversary. Over the past century, we have contributed to the development of social infrastructure that is fundamental for both industry and society. Also we have created new businesses in advance of the times in the field of electronics and information technology. Our goal is to be group companies providing high value-added products and services to our customers by the synergy of our group companies, namely the ability to freely combine the technologies, experiences, skills, knowledge and ideas that have been cultivated in the diverse business fields in the last 100 years.

Since 1999, we have been promoting various business-related structural reforms through two medium-term management plans, including reorganizing our business portfolio, aggressively expanding businesses in global markets, and developing new businesses to support the next phase of growth. We will continue to promote these structural reforms and to push forward in our efforts to be an excellent global corporation. The keywords to achieving this goal are "Innovation," "Global," and "Synergy."

"Innovation" signifies that we will foresee technological trend and provide innovative products and services that would bring about a paradigm shift to the society. We will also apply these innovative technologies to our own business operations to refine our sales approaches and business models as global leaders.

"Global" implies that by understanding the greater diversity of the world in various aspects such as market needs and human resource development, we will flexibly adapt

ourselves to the requirements of an advanced, global corporation.

Finally, "Synergy" manifests that we will make the most of the wide-ranging technologies, products, and solutions provided by our many companies and businesses. We will take advantage of the "business synergy" created by combining these wide-ranging businesses and technologies, along with the broad scope of our business operations, and also maximize our "operational synergy," which will increase the efficiency of our business operations

We have always respected our founder's philosophy of "contributing to society through technology" for close to 100 years. Based on this philosophy, we will continue our efforts to contribute to global society in a variety of ways. For example, we have developed an RFID (radiofrequency identification) tag, the "u-chip," which is the world smallest and is expected to play an important role in a wide range of fields and applications, including logistics and quality management. We have also developed a finger vein authentication technology to realize high-level security measures, a technology for reducing hazardous substances such as high-temperature lead-free solder, and other various cutting-edge technologies introduced in this brochure, "HITACHI TECHNOLOGY 2006-2007." We will continue to provide best solutions for our customers and society, carrying through on our mission, symbolized by our corporate statement "Inspire the Next," which represents Hitachi's determination and commitment to take on the new challenges of the coming era.

