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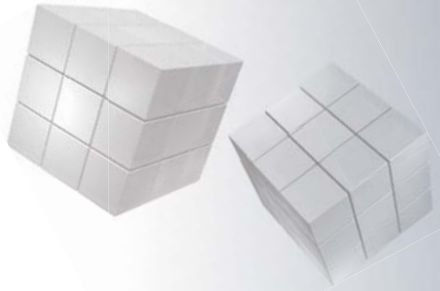
President's Message

Technology Drives Innovation

Welcome to *Hitachi Technology 2013-2014*. It provides an in-depth look at some of the latest advances in Hitachi's technologies, products, and services, which are key drivers for our Social Innovation Business. I believe we can drive innovation in society by utilizing our highly reliable technology.

As set forth in our recently announced Vision statement, "Hitachi delivers innovations that answer society's challenges. With our talented team and proven experience in global markets, we can inspire the world." This vision was shaped by our desire to find solutions for many of the complex issues facing society, such as securing adequate resources, including water, energy, and natural resources, protecting the environment, and responding to the needs of aging populations.

Also, this year, we announced the 2015 Mid-term Management Plan, our action plan for transforming Hitachi to deliver innovation globally and for realizing the vision through our Social Innovation Business. In the plan, we focus on driving innovation in society by proposing solutions that combine a wide range of products and services and that maximize the implementation of highly sophisti-



cated information technology. With R&D forming a key driver of expansion in the Social Innovation Business, we are also accelerating closely linked regional research activities at R&D centers around the world and promoting open innovations with customers and business partners.

Technology is essential for driving innovation in society. Since its founding in 1910, Hitachi has responded to significant societal challenges based on our Mission of “contributing to society through the development of superior, original technology and products.” Thus, we have accumulated expertise and highly reliable technologies. In *Hitachi Technology 2013-2014*, our experts have highlighted some important examples of these technologies such as big data analysis services, automated cell culture equipment, and IGCC power generation. We also show other technologies developed and supplied globally such as the automotive-related system developed by our R&D center in the USA.

I hope that somewhere within these pages, you will find something that inspires you toward even greater innovation.

Hiroaki Nakanishi
Representative Executive Officer and President

