

# News Release

**FOR IMMEDIATE RELEASE**

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## **Hitachi Showcases Energy Efficient Solutions at IGEM 2015**

*Hitachi a one-stop solutions provider for Green Buildings*

**Kuala Lumpur, Malaysia, 9 September 2015** – Hitachi Asia Ltd. today announced that it will showcase its comprehensive suite of energy saving solutions for Green Buildings at the International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM) 2015.

The world today faces increasing environmental challenges such as global warming, caused by a rise in carbon dioxide emissions from growing fossil fuel use and the depletion of resources such as energy due to increased demand. Global demand for energy has been growing at a rate far above our current production capacity and is world energy consumption is expected to increase 56 percent\*<sup>1</sup> by 2040. The building sector, which consumes as much as 40 percent\*<sup>2</sup> of the world's energy, puts further strain on rising energy demand and costs. This leads to a pressing need to develop energy efficient products and solutions.

Hitachi's Social Innovation Business helps to address these challenges by offering a holistic, one-stop solution for 'Green Buildings' through its range of products and solutions from building facilities to building maintenance. For instance, Hitachi can provide surveillance cameras and its finger vein system for security, cooling systems for data centers, energy management system "EMilia" and energy saving elevators. Green buildings have started to gain momentum as they focus on increasing the efficiency of resource use. In Malaysia, buildings certified with the Green Building Index have increased 14 percent\*<sup>3</sup> in the past year.

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<sup>1</sup> <http://www.eia.gov/todayinenergy/detail.cfm?id=12251>

<sup>2</sup> <http://www.unep.org/sbci/AboutSBCI/Background.asp>

<sup>3</sup> <http://www.asiagreenbuildings.com/10553/malaysia-more-green-building-index-adopted/>

“Hitachi offers comprehensive solutions combining social infrastructure systems supported by highly energy efficient and reliable IT technology to create next-generation buildings and sustainable cities. Our wide range of services, long experience and technical expertise will allow us to become a one-stop provider for businesses aiming for the ‘Green Building’ accreditation,” said Mr. Hirohiko Morisaki, Managing Director of Hitachi Asia Ltd.

With its futuristic prism geometrical design, the Hitachi booth at IGEM 2015 is a visual presentation of a Green Building. Visitors can expect to view products and solutions panel displays, video presentations and an interactive projector of Hitachi’s business case studies among others.

The 120 square metre Hitachi booth (Hall 1, Booth 1901) will showcase Hitachi’s business contribution and products to achieve the Smart City, sustainable buildings and ultimately a sustainable society. Products and solutions on exhibit include Hitachi’s Energy and Environmental Solutions, Smart City, Optical Archiving Library, Energy Saving Elevator Technologies and High Speed Elevator, Green Drive Solution, and Home Appliances among others.

“We are engaging in more extensive Collaborative Creation with customers to provide solutions catering to their needs. One example is the recent collaboration with Sunway to implement an energy saving system and efficient energy management system for their buildings to contribute to developing a more sustainable society in Malaysia. With our proven track record in reducing energy consumption for our products and solutions, Hitachi will continue to contribute to a sustainable society through our Social Innovation Business,” added Mr. Morisaki.

IGEM 2015 will be held at Kuala Lumpur Convention Centre (KLCC) from 9-12 September 2015. Under the theme “Powering The Green Economy”, IGEM 2015 will be focusing on five key areas: Green Energy, Green Transport, Green Building, Solid Waste Technology & Management, and Clean Water Technology & Management. Hitachi will be exhibiting under the “Green Building” category.

**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, is a leading global electronics company with approximately 326,000 employees worldwide. The company's consolidated revenues for fiscal 2012 (ended March 31, 2013) totaled 9,041 billion yen (\$96.1 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 material & components, automotive systems and others.

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