



# Eco-Products

Throughout the product lifecycle from manufacturing materials, production, and customer use to final disposal, we work to reduce the impact of products on the environment.

## Eco-Products for fiscal 2009

The new Eco-Products registered by our group for fiscal 2009 totaled 15 models and three services.

### Camera integral with platform

HC-268

**Super Eco-Product**

- 1) CO<sub>2</sub> emissions: 62% down
- 2) Resource level: 42% down
- 3) Maximum power consumption: 75% down

(compared with HC-258 marketed in 2005)



### Renewed outdoor speaker

ECF-8502T

**Super Eco-Product**

- 1) CO<sub>2</sub> emissions: 48% down
- 2) Resource level: 49% down
- 3) Standby current: 67% down

(compared with ECF-1501T marketed in 2000)



### Cordless phone system for the workplace

DRX3000-CS

**Super Eco-Product**

- 1) CO<sub>2</sub> emissions: 74% down
- 2) Resource level: 34% down
- 3) Power consumption: 80% down

(compared with DRX2000-CS marketed in 2002)



### Antenna for terrestrial digital broadcasting

U-LD3 (Gokyu)

**Super Eco-Product**

- 1) CO<sub>2</sub> emissions: 16% down
- 2) Resource level: 39% down

(compared with U-W19 marketed in 2008)



### High-sensitivity color camera

KP-D5001

- 1) CO<sub>2</sub> emissions: 43% down
- 2) Resource level: 43% down
- 3) Power consumption: 40% down

(compared with KP-D531 marketed in 2001)



### Head amplifier for terrestrial digital broadcasting

DHA5

- 1) CO<sub>2</sub> emissions: 41% down
- 2) Resource level: 18% down
- 3) Power consumption: 42% down

(compared with DHA1 marketed in 2005)



## Expanding Design for Environment (DfE) Assessment

DfE Assessment incorporated eco-friendly design assessment for hardware products in fiscal 2008 and seven additional assessments in fiscal 2009, thereby expanding the scope of business to be assessed. As a result, we successfully evaluated the installation and repair services into Eco-Products.

### Assessments added

Assessment scope	Models and services to be evaluated
1. Eco-friendly Design Assessment Guidelines Ver2	Products consisting mainly of software
2. Engineering (in maintenance, etc.)	Maintenance, periodic servicing, cleaning, etc.
3. Physical distribution	Transportation
4. Construction (installation)	Installation, setup, moving, etc.
5. Repairs	Repairs
6. Sales	Tasks consisting only of product trading
7. Software	Software not including hardware

## Super Eco-Products

The condition for a Super Eco-Product is that it must be an Eco Product, having a global warming prevention factor<sup>※4</sup> or resource factor<sup>※5</sup> of 10 or more. In addition to this qualification, the top-level products of the industry and externally recognized products can also be registered as Super Eco-Products. But in that case, such products should be periodically reviewed.

※4 Global warming prevention factor: This refers to how many times efficiency (i.e. product functions over product life per CO<sub>2</sub> emission) is improved, compared to that of the model in the year 2000.

※5 Resource factor: This refers to how many times efficiency (i.e. product functions over product life per gross value of resources) is improved, compared to that of the model in the year 2000.