



Realizing a Society of Safety, Security and Happiness

We will share the wishes of our customers toward building up a safe and secure society, of which we maximize the effect for achieving *Monozukuri* befitting Hitachi Kokusai Electric.

We will support fire-fighting and rescue activities with our easy-to-operate, yet sophisticated digital wireless system.

As the license for the analog wireless system (150-MHz band) used for fire-fighting will expire in May 2016, establishing a digital wireless system has become imperative for fire-defense headquarters throughout Japan.

The digitalization of wireless fire-fighting equipment requires that all facilities made by different manufacturers must have a system capable of securing interactive communications in preparation for supporting activities, in case of a large-scale disaster.

Non-voice communications such as data communication will also be realized to effect assured communications as well as operations involving designated staff and vehicles in response to such incidents as fire, accidents, and sickness via group communication and other means.

By leveraging our long experience in industrial-use wireless communication systems, our company responds to the needs for such advanced applications, while also endeavoring to correctly ensure the confidentiality of communications, an issue specific to fire-fighting and rescue activities.



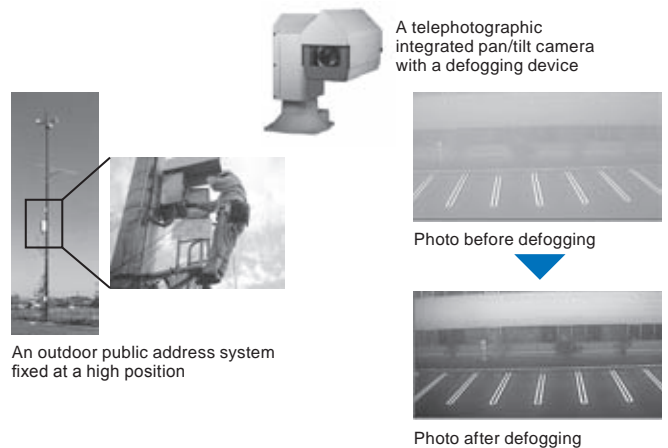
Image of Emergency and Fire-fighting Digital Radio System operation

Tohoku Region Reconstruction Project

We have organized the "Disaster Reconstruction Program" involving our Group companies for the purpose of quickly recovering and reconstructing various units of equipment and systems of our customers based in the Tohoku region who suffered greatly from the Great East Japan Earthquake.

Under the leadership of the "Disaster Reconstruction Program," we investigated the damage incurred by all our affected customers (e.g., communities, government offices, financial institutions, business operators) and checked their equipment and systems free of charge. Through these investigations, we were able to accurately comprehend the issues and requirements facing our customers, and thus successfully devised new products including an "outdoor public address system capable of continuous operation, even during a 120-hour blackout," and a "telephotographic camera with an integral motorized platform mounted with a defogging device." And as requested by our customers, we fixed outdoor public address systems at higher positions on poles for protection against being submerged by the rising waters of a tsunami or flood. In addition, by amalgamating not only our conventional single-function systems but also video, communications, information, and YAGI ANTENNA's products, we have build up a complex system that has been improved in terms of reliability and which is more enduring against disasters, thereby earning our customers' trust.

We have also been able to contribute to recovery and reconstruction activities, and achieve higher customer satisfaction through the renting of equipment, providing services for the emergency recovery of facilities, voluntary free-of-charge checkups, material support (e.g., food, clothing), and other forms of support.



An outdoor public address system fixed at a high position

Photo after defogging

Voice

As of fiscal 2010, all fire-fighting radio systems throughout Japan have been digitalized, and our Company supplied the first unit of equipment to Tamano-city Fire-Defense Headquarters in Okayama Prefecture, while demonstrating the system ordered by the Fire Defense Agency. When a bushfire broke out on the island of Ishima just offshore Tamano city in August 2011, shortly after the new system initiated full-fledged operation, we knew that the customer could "fully utilize the wireless system" and felt reassured, once the bushfire was extinguished after about 74 hours of fire fighting. Toward the future, we will continue listening to the voices of our customers who work at the risk of their lives, and provide them with more convenient and secure systems.



Takanobu Shimono
Chugoku Area Operation

Voice

For the purpose of accelerating recovery and reconstruction activities, we conducted investigation and hearings regarding the damage situation in cooperation with our Group companies, and endeavored to provide the equipment and materials necessary for recovery, and secure our support structure.



Ryutaro Nagai
Product Strategy and Planning Dept.
Video and Communication Systems Division

Voice

Through the bitter experience of the disaster and listening to the voices of our customers who experienced it, we were able to make such new proposals as securing the power sources for outdoor mobile units during a long-term blackout, fixing systems at a higher position, and other measures that were considered unprecedented until then.



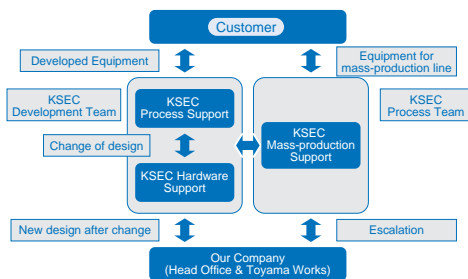
Fumihito Ito
Tohoku Area Operation

Quick and reliable response enabled by daily conversations with our customers

Hillsboro Design Center of Kokusai Semiconductor Equipment Corp. (hereinafter, "KSEC"), located several minutes by car at a place accessible from the development base of a top-line semiconductor manufacturer, supports the development activities of customers in terms of both hardware and process. The duration of customer development activities has become shorter each year, thereby requiring quicker and surer responses. When our Company communicated directly with a customer, a quick and reliable response was difficult due to time differences and a language barrier. The members of the Design Center are responsible for maintaining sufficient communications with customers on a routine basis, deciding on device specifications and evaluation conditions, sorting out customer requirements, having close contact with our Company's factory, and making "quick and reliable responses." By conducting our business with high awareness of this important mission, we supply our customers with a number of new technologies in a timely manner, enabling them to use many units of our equipment for their mass-production lines.



Hillsboro Design Center



Flowchart of Responses by Hillsboro Design Center



From left to right:
Jorge, leader of the KSEC Design Center
Ryan, responsible for mass-production support
Takada, in charge of hardware (at the time)
Bob, in charge of hardware
Kamakura, in charge of process (at the time)



From left to right:
Ueno, in charge of hardware
Moribayashi, in charge of hardware
Nishida, in charge of process
Greg, in charge of software

Received the SCQI Award from Intel Corporation for the fifth consecutive year

At "Intel Supplier Day 2012" held in Santa Clara, California, USA, on April 11, 2012, our company received the Supplier Continuous Quality Improvement (SCQI) Award, the highest award given at the event, from Intel Corporation. This marked the fifth consecutive time we have received this award in five years, and the eighth time overall.

The conditions for receiving the SCQI Award are set as achieving at least 95% of the targeted level covering cost, quality, supply structure, technical capability, and environmental/social/corporate governance program. In addition, 90% or more of the supplier's strict improvement plan must also be achieved.

At the award ceremony, a trophy was presented to our president from Mr. Bob Bruck, vice president and general manager of Intel Corporation's Technology, Manufacture and Engineering Division, in appreciation of our Company's technology development, economical efficiency, and reduced lead time for supporting Intel's development of cutting-edge technology.

The president of our Company expressed his delight and proudly commented as follows: "Having been again encouraged by this award granted by the world's top device manufacturer, we will continue our efforts to further improve our products, services and quality." Thus, all our staff members concerned renewed their determination to continue improvement activities this year.



Mr. Bob Bruck, vice president (far left), our president, and executives of Intel Corporation (Photo courtesy of Mr. Jeff Caroli)



2011 SCQI Award Trophy

Voice

When I took my post in the U.S. and became acquainted with our customers there, I was surprised to learn about the wide variety of their birthplaces. I always thought about how I could compile their varying opinions, while understanding and respecting their diverse cultures and customs. As the diligence and politeness of the Japanese people are widely recognized, I realized how important it is to understand different cultures and customs in foreign countries, while making the most of my Japanese characteristics.



From left to right:
Nishida, Ueno, Kamakura,
Karasawa, in charge of process,
Sawada, in charge of hardware

Tsukasa Kamakura
Component Technology
Development Dept.
Toyama Works



Staff officers concerned of Intel Corporation and our Company (Photo courtesy of Mr. Jeff Caroli)