Next-Generation Products and Services

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

Eco-Products (Hitachi Eco-Products)

Hitachi Eco-Products for fiscal 2011

Our Group adopts the “Design for Environment Assessment” and develops our products so as to minimize product impact on the environment at each stage of a product’s life cycle.

In fiscal 2011, we newly registered Eco-Products in 36 models and six services.

Outdoor PTZ and electromotive dome-type network camera

HC-IP3100

(1) CO_2 emission (life cycle)
0.4t-CO_2 : 68% down
(2) New resource level : 51% up
(3) Power consumption : 70% down
(4) Warming factor : 5.7
(compared with HC-350 marketed in 2005)

Network digital recorder

SR-N5010

(1) CO_2 emission (life cycle)
1.1t-CO_2 : 55% down
(2) New resource level : 41% down
(3) Power consumption : 56% down
(4) Warming factor : 5.0
(compared with SR-N130B marketed in 2007)

Individual receiver for local broadcasting

ECF-5601

(1) CO_2 emission (life cycle)
0.02t-CO_2 : 12% down
(2) New resource level : 3% down
(3) Power consumption : 20% down
(4) Warming factor : 2.8
(compared with CF-1601 marketed in 2000)

Line test and switching equipment

ZC-1

(1) CO_2 emission (life cycle)
22t-CO_2 : 36% down
(2) New resource level : 53% down
(3) Power consumption : 9% down
(4) Resource factor : 2.8
(compared with SW-1 marketed in 1992)

770MHz bidirectional amplifier

MTB40A-45

(1) CO_2 emission (life cycle)
3.3t-CO_2 : 10% down
(2) New resource level : 0% down
(3) Power consumption : 20% down
(4) Warming factor : 1.3
(compared with MT272-45 marketed in 2009)

1.5GHz/2.5GHz omni antenna

VCL16-192501

(1) CO_2 emission (life cycle)
0.04t-CO_2 : 39% down
(2) New resource level : 80% down
(3) Power consumption : -
(4) Resource factor : 9.3
(compared with VCL18-15002T marketed in 1996)

Eco-Products-Select

Eco-Products-Select refers to a product or service (falling under Hitachi Group Eco-Products) that offer particularly high environmental efficiency in terms of the extent of reducing greenhouse gases (e.g., CO_2) and the consumption of resources, thereby raising the value of said product or service.

Specifically, any product or service that satisfies at least one of items 1 to 4 below is designated an Eco-Product-Select. Higher criteria are set for Eco-Products-Select in terms of environmental performance as compared to those applicable to Super Eco-Products by 2010.

1. Global Warming Prevention Factor or Resource Factor of 10 or higher (The base year was changed from fiscal 2000 to fiscal 2005, and the function is strictly selected.)
2. Top class in the industry
3. Awarded an external commendation or public certification
4. CO_2 reduction ratio of 50% or higher as compared to products in fiscal 2005

In fiscal 2011, we conducted trials for creating Eco-Products-Select.

Expanding Design for Environment (DfE) Assessment

Although the nine categories of the Design for Environment Assessment remain unchanged, Life Cycle Assessment (LCA*) was added to Ver. 2, and together with Ver. 4., there are now two categories for better evaluating the CO_2 emissions of products.

■ Nine categories for assessment

	Name of DfE Assessment	LCA evaluation
1	Eco-friendly Design Assessment Guideline Ver. 4	Applicable
2	Eco-friendly Design Assessment Guideline Ver. 2	Applicable
3	Engineering (in maintenance, etc.)	N/A
4	Physical distribution	N/A
5	Construction (installation)	N/A
6	Repairs	N/A
7	Sales	N/A
8	Software	N/A
9	Production by commissioning or contract	N/A

* Life Cycle Assessment (LCA): A technique consisting of quantitatively monitoring input resources, energy, and emissions on the entire product lifecycle ranging from row materials production, manufacturing to use, disposal and recycling.