



Next-Generation Products and Services

Throughout the product lifecycle from raw 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 2012

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 2012, we newly registered Eco-Products in 26 models and eight services.

Outdoor platform-integrated camera

HC-242A

Eco-Products-Select

- (1) CO₂ emission (whole life cycle)
1.6t-CO₂ : 64% down
- (2) New resource level : 1% up
- (3) Max. power consumption
: 33% down
- (4) Warming prevention factor
: 14.1
- (5) Recyclability factor : 5.0
(compared with HC-242 marketed in 2002)



Outdoor loudspeaker receiver

ER-R069

- (1) CO₂ emission (whole life cycle)
71kg-CO₂ : 61% down
- (2) New resource level : 33% down
- (3) Max. power consumption
: 62% down
- (4) Warming prevention factor
: 10.3
- (5) Recyclability factor : 5.7
(compared with TR-R067 marketed in 2003)



Two-divider with short protection circuit

S-AC-072

- (1) CO₂ emission (whole life cycle)
215kg-CO₂ : 14% down
- (2) New resource level : 10% up
- (3) Power consumption
: 17% down
- (4) Warming prevention factor
: 4.7
- (5) Recyclability factor : 4.7
(compared with EA-EQ6 marketed in 2003)



Terrestrial digital UHF antenna

U26-W, B

- (1) CO₂ emission (whole life cycle)
20kg-CO₂ : 23% down
- (2) New resource level : 12% up
- (3) Warming prevention factor
: 4.0
- (4) Recyclability factor : 2.6
(compared with CLUS-W20CR marketed in 2002)



Vertical oxidation and dispersion/LPCVD unit

DD-812V

- (1) CO₂ emission (whole life cycle)
1.128t-CO₂ : 33% down
- (2) New resource level : 35% down
- (3) Max. power consumption
: 40% down
- (4) Warming prevention factor
: 2.3
- (5) Recyclability factor : 2.7
(compared with DD-853V-8BL marketed in 2004)



HD-SDI HDTV color camera

KP-HD20A

- (1) CO₂ emission (whole life cycle)
157kg-CO₂ : 79% up
- (2) New resource level : 30% up
- (3) Power consumption
: 85% up
- (4) Warming prevention factor
: 3.1
- (5) Recyclability factor : 4.1
(compared with KP-D20A marketed in 2001)



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 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.

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. CO₂ reduction ratio of 50% or higher as compared to products in fiscal 2005

In fiscal 2012, we certified one model (HC-242A) as Eco-Products-Select.