



Eco-Friendly, Next-Generation Products

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

Eco-Products (Hitachi Eco-Products)

As part of our initiative to minimize the environmental burden of our products and services, the Group conducts "Assessment for Design for Environment" at the design and development stage in order to manufacture products with superior power-saving and resource-saving characteristics as compared to existing products.

In providing products and services to customers, we try to contribute to building a low-carbon society by proposing environmentally conscious products.

Major Eco-Products in fiscal 2014

■ SK-UHD4000 broadcast 4K ultra-HDTV camera system



SK-UHD4000

The SK-UHD4000 is capable of directly mounting standard HD lenses (conforming to BTA S-1005-A standards) without using high-resolution lenses or special conversion adapters. This feature allows broadcasters to effectively use their existing lenses and shoot video in 4K (3840 × 2160) resolution, while at the same time retaining the easy handling and operability of conventional HD broadcast cameras (1920 × 1080). The SK-UHD4000 is a revolutionary broadcast 4K camera system that enables effective use and efficient operation of existing assets.

Equipped with the Company's original technologies for digital video signal processing, optical transmission, and high-efficiency power supply, the SK-UHD4000 produces images with high sensitivity and high resolution, and achieves reduced power consumption as well as a smaller size and reduced weight.

Compared with the conventional HD camera (SK-3200P marketed in 2001), the SK-UHD4000 reduces CO₂ emissions by 29% and new resource inputs by 10% through its life cycle.

The SK-UHD4000 won the "Best of Show" award for the TVBEurope category at the IBC 2014 broadcasting equipment trade show, held in Amsterdam, the Netherlands in September 2014.

■ "iMH-1000" Docomo Business Transceiver-compatible in-vehicle terminal



iMH-1000

The iMH-1000 is a transceiver terminal (radio for business use) that utilizes FOMA[®] packet communication provided by NTT DOCOMO, Inc. Unlike conventional business-use radios, the iMH-1000, which utilizes the FOMA[®] network, does not require dedicated base station equipment and application for radio license, which is necessary to set up base stations, thereby reducing costs and resources associated with construction of radio equipment.

In the case of conventional business-use radios, to expand the communication area, it is necessary to increase radio output power (increase power consumption). However, the iMH-1000, by utilizing the FOMA[®] network, enables users to call from anywhere within the FOMA[®] area, with power consumption on a par with mobile phones. It secures an extensive phone communication area with low power consumption.

Compared with the conventional business-use radio (MR radio marketed in 1998), the iMH-1000 reduces CO₂ emissions by 42% and new resource inputs by 32% through its life cycle.

Note : FOMA[®] is a registered trademark of NTT DOCOMO, Inc.