



Eco-Friendly, Next-Generation Products

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

Eco-Products (Environmentally Conscious Products)

As part of our initiative to minimize the environmental impacts of our products and services, the Group conducts "environmentally conscious design assessment" 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 creating a low-carbon society by proposing environmentally conscious products.

Major Eco-Products in fiscal 2016

Note : Specifications and appearance are subject to change for improvement purposes without notice.

Realizing full HD with low power consumption

■ HC-IP3050HD Electric Network Dome Camera for Outdoor Use (ONVIF^{*1}-compliant)

The HC-IP3050HD is a surveillance camera equipped with an electric zoom lens, an electric camera platform, and a live full-HD image transmission function compatible with ONVIF, which ensures interoperability between ONVIF-compliant products, to meet the needs of the surveillance video market for image signal digitization and full HD (1920 x 1080) compatibility.

While maintaining the size of the previous model, the HC-IP3050HD achieves high resolution by digital image processing. Moreover, thanks to the power-saving technology



HC-IP3050HD

incorporated into the electric camera platform, the HC-IP3050HD consumes less power so that it can be powered via a LAN cable with PoE⁺² technology (IEEE802.3at-compliant).

Compared with the conventional dome camera (HC-350, released in 2005), the HC-IP3050HD produces 58% CO₂ emissions.

*1 ONVIF : An acronym for Open Network Video Interface Forum. It refers to an open industry forum for development of global standards for the interface of network video products, or such global standards.

*2 PoE+ : Standards for PoE (Power over Ethernet, a technology that uses the power inside the LAN cable to power up the device) set by the Institute of Electrical and Electronics Engineers (IEEE)

Eco-Design (Environmentally conscious design)

In fiscal 2016, our Group introduced Environmentally Conscious Design, which is in compliance with International Standard IEC 62430,* with the aim of reducing environmental impacts not only by working to reduce our Group's environmental footprint, but also by providing eco-friendly products to customers.

To promote environmentally conscious design, we have introduced two types of assessments in the product development process: environmentally conscious design assessment and life cycle assessment.

In the environmentally conscious design assessment, environmental considerations incorporated in the design process to reduce the environmental load of a new product are evaluated. In the life cycle assessment, the potential

environmental impact of a new product is assessed throughout its life cycle, based on a comparison of the specifications of the new product with those of existing products.

We pursue environmentally conscious design by utilizing the results of assessment results.



* IEC62430 : International standard on environmentally conscious design for electrical and electronic products and systems, specified by the International Electrotechnical Commission (IEC)

Outline of our Group's Green Curtain Activities

This section summarizes "green curtain" activities undertaken each year by our Group as part of the Hitachi Group's Summer Energy Conservation Campaign.

No.	Item	Activities
1	Diversification of cultivated plants	Until fiscal 2013, we cultivated goya, loofa and morning glory. Since 2014, in addition to these, we have cultivated winged bean and snail flower.
2	Donation of seedlings to local preschools; holding of environmental education sessions	In the Toyama area, since fiscal 2014 we have donated seedlings to local preschools. In addition to this, since fiscal 2015 we have provided environmental lessons in which we explain the effects of green curtains and characteristics of each plant in a quiz format.
3	Installation of automatic sprinkler systems	In fiscal 2013, we installed automatic sprinkler systems with timers and hoses. Since then we have used systems for watering green curtains.
4	Free distribution of goya, free serving of goya dishes	We distribute harvested goya to employees for free, and serve goya dishes such as goya champuru in company canteens for free (around August each year.)



The bud of a snail flower, which has a unique snail-like shape