

Examples of “Global Products Incorporating Advanced Technology” Businesses

LCDs

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In Plane Switching

A 2.5-inch IPS low-temperature polysilicon TFT LCD for a digital still camera

LCD panels are used in a host of electronic equipment. They are key display devices supporting a highly advanced information society.

Hitachi has won strong support from many customers for its LCDs featuring proprietary In-Plane Switching (IPS) technology. This technology offers outstanding features such as a wide viewing angle, improved color reproducibility and a superior response speed for half tones.

In small and medium-sized LCDs, Hitachi supplies high-performance, high-resolution displays for mobile phones, digital cameras, video game devices and other applications that utilize Selectivity Enlarging Laser Crystallization (SELAX) technology. SELAX achieves low power consumption by allowing many internal circuits to be embedded in panels.

IPS technology, with its ability to produce vivid images, is ideally suited for LCD TVs and has already been used mainly in 32-inch models. In order to respond to future needs, Hitachi teamed up with Toshiba Corporation and Matsushita Electric Industrial Co., Ltd. in January 2005 to form IPS Alpha Technology, Ltd. This joint venture plans to start mass producing LCD panels for 32-inch and 26-inch TVs in the second quarter of fiscal 2006.

Semiconductor Manufacturing and Inspection Equipment

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Semiconductors are key devices for all manner of products, from mobile phones, digital consumer electronics and computers to automobiles and industrial equipment. As needs increase for semiconductors with even finer lines, the equipment for manufacturing and inspecting them must incorporate ultra-fine lithography and inspection and analysis technologies of a nanometer order.

Hitachi can meet these exacting demands. It develops, manufactures and sells advanced critical dimension measurement scanning electron microscopes (CD-Measurement SEMs)—where we have a world-leading share—external wafer inspection systems, electron beam lithography systems, dry etching systems and chip mounters, among other products. Hitachi also sells photolithography systems for 300mm wafers manufactured by ASML Holding NV of the Netherlands. Hitachi thus supplies, on a global basis, high-quality semiconductor manufacturing and inspection and analysis systems offering high operating efficiency to support the mass production of cutting-edge devices. By providing total support from the development and manufacture of machinery to the proposal of optimal systems and after-sales service, Hitachi contributes significantly to advances in the quality of semiconductor devices and the achievement of higher production yields.

An advanced CD-Measurement SEM



Hard Disk Drives (HDDs)

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A lineup of Hitachi HDDs (from left: 2.5 inch, 1.8 inch, 1.0 inch and 1.0 inch (planned))

HDDs are seeing rapidly expanding use in digital consumer electronics and other new fields in addition to existing IT applications, namely servers and PCs. Significant growth in HDD demand is expected in the coming years. With the broadest lineup of products in the industry and world-class R&D capabilities, Hitachi is well positioned to benefit. And it leads the industry in the highly promising field of 2.5-, 1.8- and 1.0-inch small HDDs. It is also developing high areal density technology that will make possible smaller HDDs with greater storage capacity using perpendicular magnetic recording technology. Hitachi has already achieved an areal density of 230 gigabits per square inch, the highest level at the time of development. China is another source of potential growth, with rapid expansion in the HDD market anticipated in this country. Hitachi is upgrading production, sales and support systems in this country.

Plasma TVs

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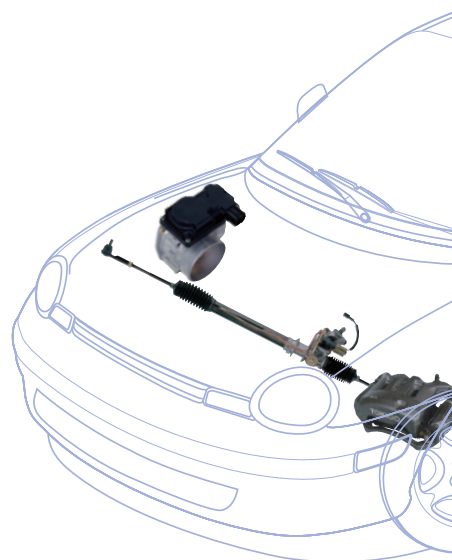
As a leading manufacturer of plasma TVs, Hitachi has helped create the plasma TV market through accomplishments such as the launch of the world's first 32 inch/37 inch high definition plasma TVs and models incorporating high-capacity HDDs. Hitachi has also created "Wooo World," new lifestyle proposals that use plasma TVs as the nucleus for combining DVD cameras, HDD/DVD recorders and other new-generation AV devices. These efforts have won Hitachi strong applause from many customers in Japan. Hitachi also has been just as much a driving force in markets overseas. In markets from Asia to the U.S. and Europe, Hitachi has had a hand in creating plasma TV markets worldwide. This year, Hitachi will raise its profile further in AV digital consumer electronics through a tie-up with Paramount Pictures for promoting the blockbuster movie, "War of the Worlds." In order to strengthen this business further, Hitachi made Fujitsu Hitachi Plasma Display Limited a subsidiary, with the aim of unifying business strategy from the production of panels to assembly of finished products. Hitachi is also promoting a wide-ranging strategic partnership with Matsushita Electric Industrial Co., Ltd. in a broad range of plasma TV fields, including development, production, marketing and intellectual property.



A Hitachi 55 inch plasma TV

Automotive Systems

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Four functions are essential to an automobile: driving, steering, braking and communicating. Toward creating Intelligent Transport Systems (ITS) that fuse these four functions, Hitachi is seeking to expand its automotive systems business by concentrating on four promising areas in three fields: "environment" (engine management systems and electric powertrain systems), "safety" (drive control systems) and "information" (vehicle information systems). Hitachi strengthened its R&D capabilities in this area through a merger with TOKICO LTD. and Hitachi Unisia Automotive, Ltd. that brought together a host of technologies. In other news, Hitachi established Hitachi Vehicle Energy, Ltd. with Shin-Kobe Electric Machinery Co., Ltd. and Hitachi Maxell, Ltd., both of which have much experience in battery businesses. This company is developing and manufacturing rechargeable lithium-ion batteries for hybrid electric vehicles.

Hitachi is determined to constantly deliver new value by pursuing endless possibilities without being constrained by conventional thinking. And we will also vigorously take on the challenge of unfamiliar business fields.

As has been our hallmark, we will continue to “breathe life into the coming age.”

A breath of new life.

A catalyst of change.

To enable and usher in the new era.

HITACHI
Inspire the Next

