

FOR IMMEDIATE RELEASE

**Hitachi to Hold “Greener!” Show Featuring Environmental Themes,
EMIEW and a Clown for Guests Waiting to Enter the Hitachi Group Pavilion
The 2005 World Exposition, Aichi, Japan
-Hitachi’s EMIEW humanoid robots and the clown strike a pose-**



Hitachi’s EMIEW humanoid robots and a clown

Aichi, July 14, 2005 --- Hitachi Group Pavilion at The 2005 World Exposition, Aichi, Japan, today announced that guests waiting to enter the pavilion will be entertained by a clown and Hitachi robots from August 6 (Saturday) through 28 (Sunday). The show called “Greener”, will be a moving circus that features Hitachi’s EMIEW humanoid robots and a clown. EMIEW, which stands for Excellent Mobility and Interactive Existence as Workmate, was developed by Hitachi on consignment from New Energy and Industrial Technology Development Organization (NEDO) as part of its project to develop prototypes for practical next-generation robots. The show will take place twice each afternoon, weather permitting, in the area where people wait to receive numbered tickets to enter the Hitachi Group Pavilion. Only visitors who are waiting to receive tickets of the pavilion can see the show.

“Greener!” reflects the “Nature’s Wisdom” theme of EXPO 2005 as well as the Hitachi Group’s dedication to using sophisticated IT to create a ubiquitous information society. The show also uses the EMIEW robots to demonstrate how robots can coexist and work with people. As the clown juggles and performs other tricks, the EMIEW robots show off their many capabilities. Among them are fast and agile movement; the ability to avoid obstructions; speech recognition at a distance; natural and friendly speech synthesis; and arms with natural motions much like those of a human being.

By taking on the challenge of communicating with a clown, the EMIEW robots will show visitors how people and robots may live together in the future. Furthermore, the show will incorporate original music with a strong international flavor to create a sense of global cultural exchange, a central theme of EXPO 2005.

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