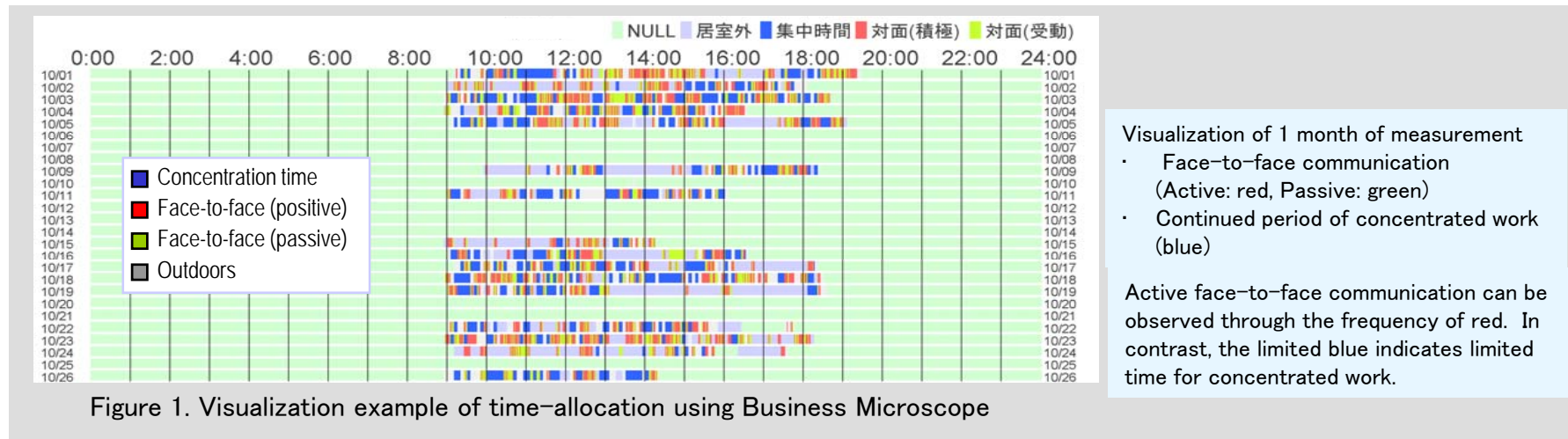


2008/6/5 Release

A new assessment & analytical method to support improved productivity of white collar workers
- Combining “business microscope” and behavioral observations for valid assessment of work situations -



Hitachi, Ltd., together with Osaka Gas Co., Ltd., have developed a new analytical and assessment method to support the improved productivity of white collar employees. The validity of the new method was tested at the head offices of Osaka Gas. This new method combines the “Business Microscope,” a system developed by Hitachi which visualizes organizational activity, and behavioral observation techniques based on human factors engineering (ergonomics) promoted by Osaka Gas. The validation experiments were able to quantitatively reflect the activity states of white-collar employees during work as well as the reality of communication within the organization, something which until now had been difficult to do, as well as verifying the effectiveness of a free-address type office layout, and the effectiveness of this new technique employed by both organizations to analyze and improve white-collar productivity.