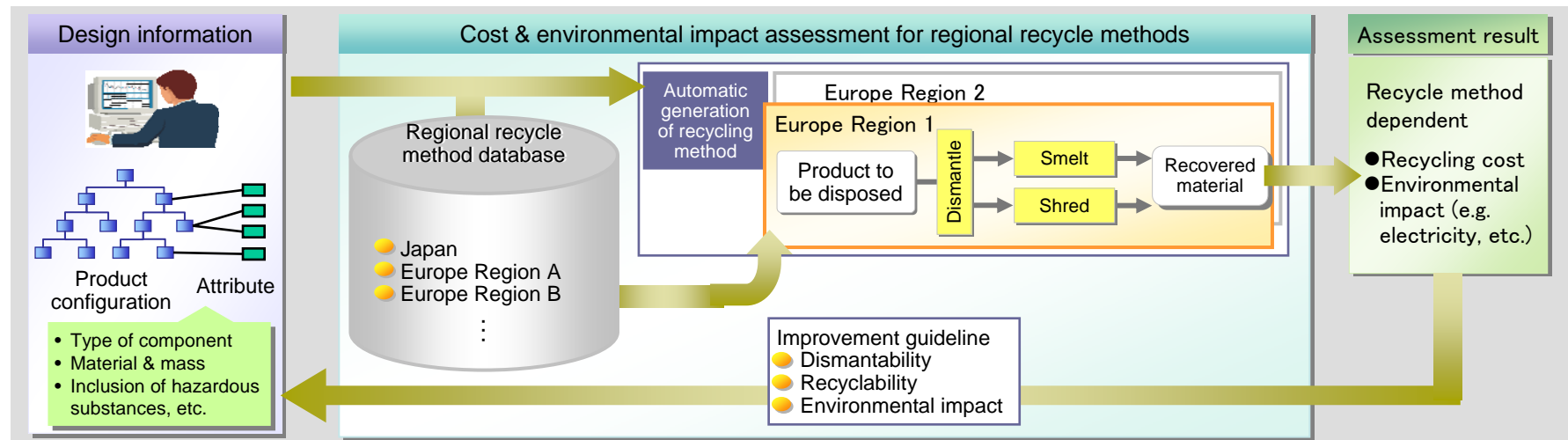


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Environment conscious design support technology for global business products - Calculating environmental load and recycling costs on each country -



Hitachi, Ltd. and the Fraunhofer Institute for Reliability and Microintegration (Fraunhofer-Institut für Zuverlässigkeit und Mikrointegration (IZM)) have co-developed a prototype design support system which evaluates product recycling cost and environmental impact, by integrating information based on product configuration, the amount and type of materials used in the various components including hazardous substances, and regional recycling methods and regulation. By employing this system, it will be possible to assess in the design stage, the recycling costs and environmental impact of products for the domestic and overseas markets, and can thus be used as an indicator for design improvement facilitating the development of environment-friendly low-cost products. Hitachi plans to continue verifying the prototype design support system as well as expanding the database to include regions other than the currently installed Japan and Europe, in order to develop a system supporting global product design.

Results of this research will be presented at Going Green CARE INNOVATION 2006, to be held from 13th to 16th November 2006, in Vienna, Austria.