

# HITACHI TECHNOLOGY 2004-2005

# C o n t e n t s

President's Message .....	<b>3</b>
HIGHLIGHTS 2004-2005 .....	<b>4</b>
 Information Systems .....	<b>18</b>
 Electronics .....	<b>35</b>
 Power Systems .....	<b>39</b>
 Industrial Systems .....	<b>47</b>
 Consumer Products .....	<b>73</b>
 Research & Development .....	<b>78</b>
History Highlights .....	<b>89</b>
Financial Highlights/Trademarks .....	<b>90</b>
Organization of Hitachi, Ltd. ....	<b>91</b>

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# President's Message

## Providing the World with New Technologies and Businesses that will Open up a New Era

We are already halfway through 2004, and the future of global politics and the global economy are as unpredictable as ever before. At the same time, new trends such as the expansion of the European Union are becoming highly visible as well.

The Japanese economy has begun to show signs of improvement, if only in certain areas, due in part to the increasing activities in economic interactions with China, which has demonstrated tremendous growth. Particularly in the field of technology, we have seen the birth of many new technologies and businesses that hold unlimited potential for opening up a new era. For example, in Hitachi's business fields, the arrival of the "ubiquitous information society," which will enable anyone to access and utilize information anytime, anywhere, is giving rise to major changes in business, society, and personal lifestyles.

In this period of innovation, Hitachi is devoting its energies to "breathing life into the coming age" in the spirit of its corporate statement, "Inspire the Next."

Specifically, based on "i.e. HITACHI Plan II," a medium-term management plan that began from April 2003, we are endeavoring to create new businesses that will contribute to a more convenient and comfortable society through our core competences in the fields where we have demonstrated our greatest strengths, namely, social infrastructure systems, including the fields of electrical power and transport, and information system services, which are the driving force behind information technologies.

The first pillar of these businesses is "New Era Lifeline Support Solutions." Hitachi is working to strengthen and develop businesses such as storage solutions, biomedical business, urban redevelopment, railway systems, strategic outsourcing, and  $\mu$ -chip ("mu-chip") solutions.

The second is creating "Global Products Incorporating Advanced Technology," that is, products with high competitive strength in the global market. Hitachi offers many products and systems with top shares in the global market, including plasma TVs, hard disk drives, and DNA sequencers. In addition, we are working to secure the leading global market share in such fields as automotive equipment, semiconductor production equipment, and batteries.

To ensure Hitachi's success in these challenging areas, we established the "Hitachi Group Headquarters" in April 2004. This Headquarters will play a central role in combining the strengths of Group companies throughout the world, and in increasing the synergistic effects among these companies. Our goal is to establish partnerships around the globe not only with our customers, but with industry, government, and academia and to actively promote research and development and the expansion of new businesses.

Hitachi will continue to contribute to the future as a "Best Solutions Partner" for customers around the world. We sincerely hope that "Hitachi Technology 2004-2005" will provide the basis for a greater understanding of some of these activities.

Etsuhiko Shoyama



President, Chief Executive Officer and Director  
Hitachi, Ltd.

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