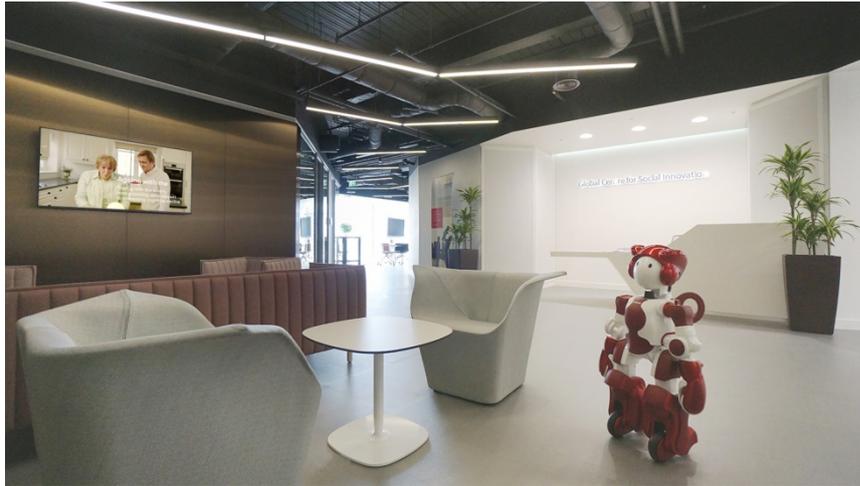


# News Release

**FOR IMMEDIATE RELEASE**

## **New London Office for Co-creation of Digital Solutions in Europe**

*Hitachi European R&D Centre launches new research facility providing NEXPERIENCE methodology and tools in London*



Entrance of the new London office

**London, April 20, 2017** --- Hitachi, Ltd. (TSE:6501, “Hitachi”) and Hitachi Europe, Ltd. (“Hitachi Europe”) today announced the new London office of the Global Center for Social Innovation–Europe (CSI-Europe) in the city of London. This new dedicated research facility represents the second regional Hitachi R&D centre outside of Japan to offer Hitachi's collaborative creation process, NEXPERIENCE<sup>(1)</sup>, for the development of innovative solutions together with business partners. The launch of this research facility also coincides with the arrival of Hitachi’s humanoid service robot, EMIEW3, in Europe for research.<sup>(2)</sup>

The central location of this NEXPERIENCE/Space in London was chosen for its accessibility for customers and partners in both the UK and from continental Europe. The London facility will serve as the head office of CSI-Europe, as well as the location of key members of the Transportation, Energy and Environment Research Laboratory, European Big Data Laboratory and Experience Design Laboratory. The facility will be available to customers to work with designers and researchers at CSI-Europe, including the Automotive and Industry Laboratory, to design solutions in respective sectors using NEXPERIENCE. Further, the designers and researchers from CSI-Europe who form part of the Insights Laboratory<sup>(3)</sup> will also develop solutions based on insights derived from advanced analytics and expertise in operational

technology.

Mr. Patrik Sjoestedt, Co-Head of Social Innovation Business for EMEA-CIS, Social Innovation Business Division, Hitachi, said: “The customer-driven innovation model lies at the heart of Hitachi’s Social Innovation Business, which resolves issues faced by society and customers by bringing together operational technologies (OT), IT and a wide range of products and systems. Through its Social Innovation Business, Hitachi and Hitachi Europe are committed to creating solutions to challenges facing society today, helping to create a safer, smarter and more sustainable world with its technologies.”

The opening of this London facility of CSI-Europe continues the development of Hitachi’s Social Innovation Business under the leadership of Mr. Hicham Abdessamad, Deputy General Manager of the Social Innovation Business Division, Hitachi. It will strengthen Hitachi’s business structure to achieve further growth through the global rollout of Social Innovation Business using digital technologies.

“Hitachi has had great success creating cutting-edge solutions in our Global Centers for Social Innovation in North America and Japan. The grand opening of this dedicated facility offering NEXPERIENCE in London is the third of its kind globally and signifies Hitachi’s continued commitment to social innovation and supporting and accelerating our customer’s digital transformations,” said Mr. Abdessamad. “We are pleased that this expansion will bring Hitachi’s breadth of industrial and technology innovations closer and more accessible to our customers and partners in the European market.”

“Our new facility, a workspace designed to stimulate and drive ‘radical innovation’, is the hub for Hitachi’s social innovation activity in Europe by our multi-cultural R&D teams. We will pursue collaboration projects with our customers and partners by offering a structured innovation process (NEXPERIENCE) and a unique blend of advanced research, data analytics and vision/service design expertise to resolve challenges that will be faced by matured society.” added Dr. Kazuyoshi Torii, Chief Technology Officer of Hitachi Europe.

- \*1 NEXPERIENCE: A systematized customer collaborative creation process with methodologies, tools, and spaces to foster the collaborative creation process using design thinking. (15 October 2015 News release: "[Hitachi Establishes NEXPERIENCE for Accelerating Social Innovation Business](#)")
- \*2 EMIEW3 will be on display at Hannover Messe from 24-28 April.  
(7 April 2017 News Release: "[Hitachi To Showcase Industrial IoT, Energy IoT and Artificial Intelligence Innovations at Hannover Messe, Including Its Humanoid Robot, EMIEW3](#)")
- \*3 10 April 2017 News Release: "[Hitachi Forms Global Research Team to Accelerate Co-Creation of Internet of Things-based Solutions with Customers](#)"

### **About Hitachi Europe Ltd.**

Hitachi Europe Ltd., a subsidiary of Hitachi, Ltd., is headquartered in Maidenhead, UK. The company is focused on its Social Innovation Business - delivering innovations that answer society's challenges. Hitachi Europe and its subsidiary companies offers a broad range of information & telecommunication systems; rail systems, power and industrial systems; industrial components & equipment; automotive systems, digital media & consumer products and others with operations and research & development Laboratories across EMEA. For more information, visit <http://www.hitachi.eu>.

### **About Hitachi, Ltd.**

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges. The company's consolidated revenues for fiscal 2015 (ended March 31, 2016) totaled 10,034.3 billion yen (\$88.8 billion). The Hitachi Group is a global leader in the Social Innovation Business, and it has approximately 335,000 employees worldwide. Through collaborative creation, Hitachi is providing solutions to customers in a broad range of sectors, including Power / Energy, Industry / Distribution / Water, Urban Development, and Finance / Government & Public / Healthcare. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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Information contained in this news release is current as of the date of the press announcement, but may be subject to change without prior notice.

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