

News Release

FOR IMMEDIATE RELEASE

A New Research Initiative to Accelerate Innovation through Open Collaborative Creation with Partners

To realize a human-centric sustainable society with high QoL



Aerial view of *Kyōsō-no-Mori*

New research building “*Kyōsō-to*”

Tokyo, April 11, 2019 --- Hitachi, Ltd. (TSE: 6501, Hitachi) today announced the launch of “*Kyōsō-no-Mori*”^{*1} within the Central Research Laboratory of Hitachi, Ltd. as a new research initiative to accelerate innovation through open collaborative creation for the realization of Sustainable Development Goals (SDGs) and Society 5.0.

Since its foundation in 1910, Hitachi has created a range of societal infrastructure and information businesses under the Hitachi Founding Spirit embodied in “Harmony,” “Sincerity,” and “Pioneering Spirit.” With the venture spirit that has been carried over 109 years, and through collaborative creation, Hitachi hopes to deliver innovation to resolve society’s challenges and contribute to a high Quality of Life (QoL) and human-centric sustainable society in this current internet-of-things (IoT) era.

In *Kyōsō-no-Mori*, customers and business partners worldwide will be invited to share visions for resolving challenges in society as well as hold ideathons and hackathons to explore new business opportunities. Hitachi is aiming to globally accelerate innovation by rapidly repeating the cycle of ideation, prototyping and validation, using expertise in information technology (IT), operational technology (OT), product knowledge and core technology, the Hitachi collaborative creation methodology “NEXPERIENCE” and the Lumada IoT platform.

Through the SDGs adopted by the United Nations in 2015, each nation is being called to take action to overcome challenges, and realize the sustainable development of society. In Japan, activities are taking place to realize a Super Smart Society through Society 5.0 as proposed by the Government of Japan. Under the principles embodied in the SDGs and Society 5.0, Hitachi is pursuing a goal to realize a sustainable society which delivers a higher QoL for people through its Social Innovation Business, which aims to resolve challenges in society by collaborative creation with partners.

In 2015, Hitachi established the Global Center for Social Innovation (“CSI”), Center for Technology Innovation (“CTI”) and the Center for Exploratory Research (“CER”) in the Research & Development Group of Hitachi, Ltd. Using NEXPERIENCE, CSI has been engaging with customers to co-create new solutions. CTI has been focusing on the development of cutting-edge technology in areas including AI, security, robotics, sensing, and CER has been driving vision proposition and implementation through joint laboratories with academia. This time, *Kyōsō-no-Mori* was launched in Kokubunji with its lush natural environment, to accelerate innovation through open collaborative creation that will bring together different ideas and knowledge from around the world, and blend collaborative creation with cutting-edge technology developed through deep science, for agile innovation.

In *Kyōsō-no-Mori*, collaborative creation will be conducted not only on a one-to-one basis but also in a more open style where partners will be invited from around the world to co-create with researchers and designers, and generate new ideas. Deep discussions will be held on topics such as societal issues and disruptive technology, and visions and challenges will be shared in the new Baba Memorial Hall which can accommodate up to 350 people. From this, ideathons and hackathons will be held in the NEXPERIENCE Space to generate new ideas or identify breakthrough measures, and the cycle of prototyping and validation will be rapidly repeated in the Project Space with cutting-edge technology and Lumada IoT platform to accelerate innovation. The *Kyōsō-no-Mori* Partnership Program was established to realize the above, and collaboration projects with partners will begin under this framework.



Baba Memorial Hall



NEXPERIENCE Space



Project Space

■ Brief description of *Kyōsō-tō* & function of each space

Location	Within Central Research Laboratory, Hitachi, Ltd. (Higashi-koigakubo 1-280, Kokubunji-city, Tokyo, Japan)
Height	Approximately 24 meters (4 storied above ground)
Total floor space	Approximately 16,000m ²
Building area	Approximately 6,000m ²
Environmental performance	<ul style="list-style-type: none">Comprehensive Assessment System for Built Environment Efficiency (CASBEE) evaluation (Oct. 2018): Rank “S” (BEE*² 3.2)Building Energy-efficiency Labeling System (BELS) evaluation: BEI*³ 0.74
Ground floor (1F)	<ul style="list-style-type: none">Baba Memorial Hall: highlight societal issues or future developments through forums such as panel discussionsNEXPERIENCE Space: generate ideas from open discussion such as ideathons and hackathons
2 nd floor	<ul style="list-style-type: none">Project Space: Rapidly repeat prototyping and validation of solutions developed through partner and Hitachi technology, and conduct focused development of technology or services for societal implementation through the Partnership Program
3 rd floor/4 th floor	<ul style="list-style-type: none">Office space

*1 *Kyōsō-no-Mori*: refers collectively to a place for collaborative creation which includes parts of Odaira Kinen-kan, *Kyōsō-tō* and *Jinsō-tō*.

*2 BEE: Built Environmental Efficiency (<http://www.ibec.or.jp/CASBEE/english/graphicE.htm>)

*3 BEI: Building Energy Index

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges, combining its operational technology, information technology, and products/systems. The company's consolidated revenues for fiscal 2017 (ended March 31, 2018) totaled 9,368.6 billion yen (\$88.4 billion). The Hitachi Group is an innovation partner for the IoT era, and it has approximately 307,000 employees worldwide. Through collaborative creation with customers, Hitachi is deploying Social Innovation Business using digital technologies in a broad range of sectors, including Power/Energy, Industry/Distribution/Water, Urban Development, and Finance/Social Infrastructure/Healthcare. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

For more information regarding this release
please contact the Research & Development Group, Hitachi, Ltd.
<https://www8.hitachi.co.jp/inquiry/hqrd/news/en/form.jsp>

###

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.
