



HITACHI
Inspire the Next

“Kyōsō-no-Mori”

Raising QoL for a Human-centric Sustainable Society

Research & Development Group
Hitachi, Ltd.

R&D 100th Anniversary

~ New challenges for the next 100 years ~

Mission

**Contribute to society through
the development of superior, original technology and products**

Hitachi Founding Spirit

Harmony · Sincerity · Pioneering Spirit

**For invention and discovery
“We must have the ethos of those
entering a deep untrodden mountain”**

(Quote from article in Tokyo Asahi Shimbun, 1930)



Namihei ODAIRA

Founder & First Director of the Research Unit



Kumeo BABA

**First General Manager of
the Hitachi Research Laboratory &
the Central Research Laboratory**

The United Nations has adopted
“Sustainable Development Goals”
(SDGs)

SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD



A sustainable society where
everyone can live a life
with vitality and in comfort

Society 5.0



Extending healthy life expectancy, improving patient QoL

Maintaining life in a familiar region, resolving driver shortage

Reducing waste in supply chains

Developing disaster-resilient safe and secure cities

Reducing processing costs, improving payment convenience

To realize a promising and hopeful society

SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD

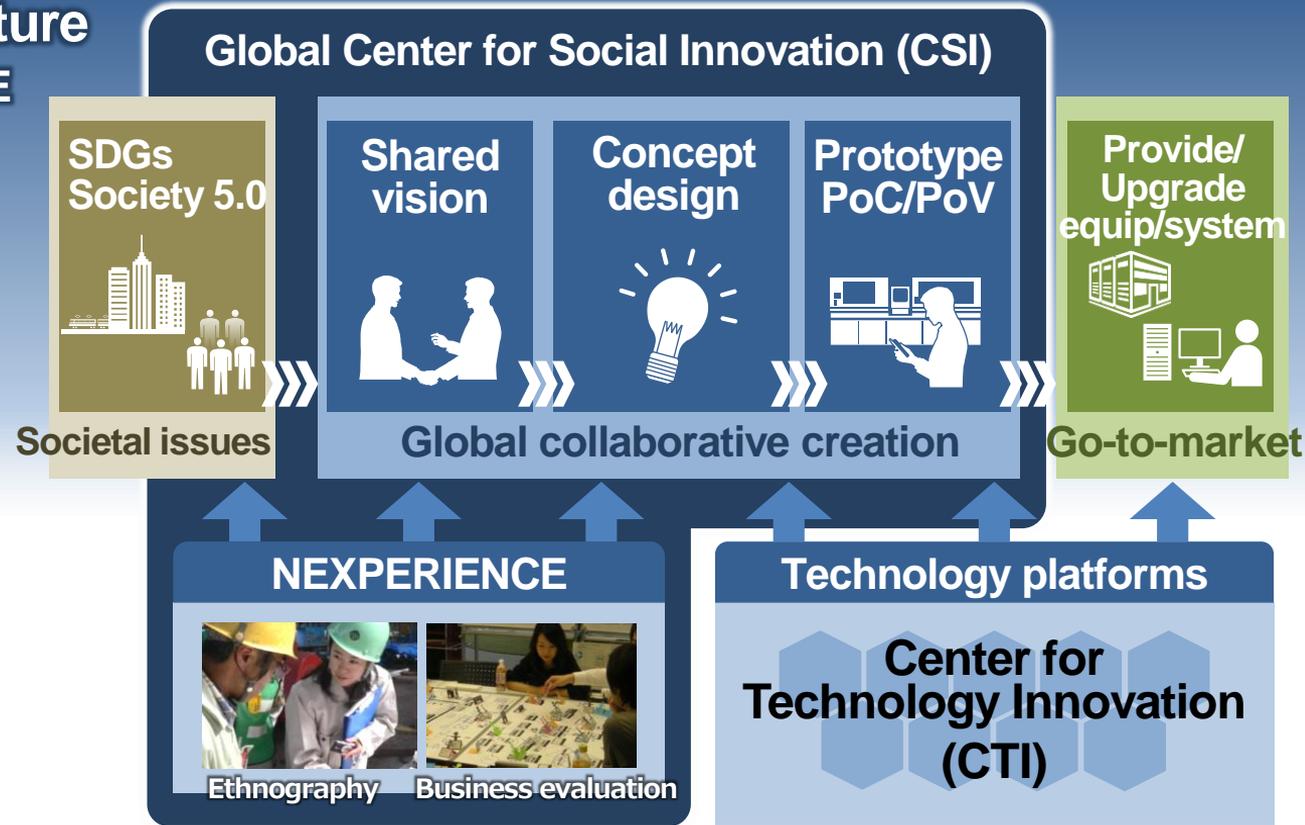
Society 5.0



Collaborative creation with customers

Estab. Global CSI structure

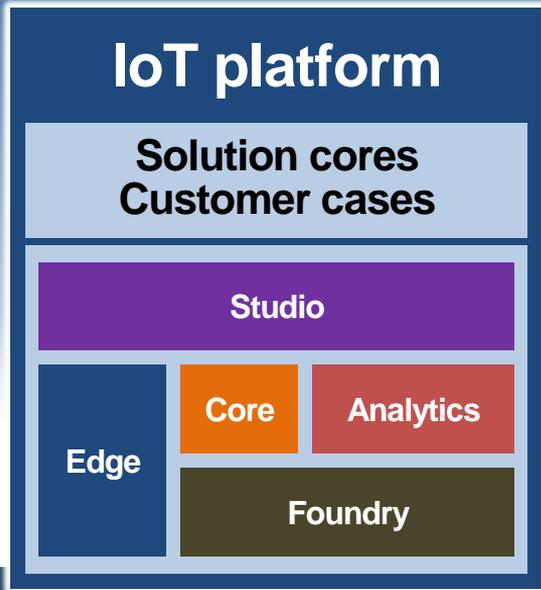
- Systematized NEXPERIENCE
 - a methodology for collaborative creation
- Collaborative creation activities



Digital innovation

Collaborative creation using Lumada

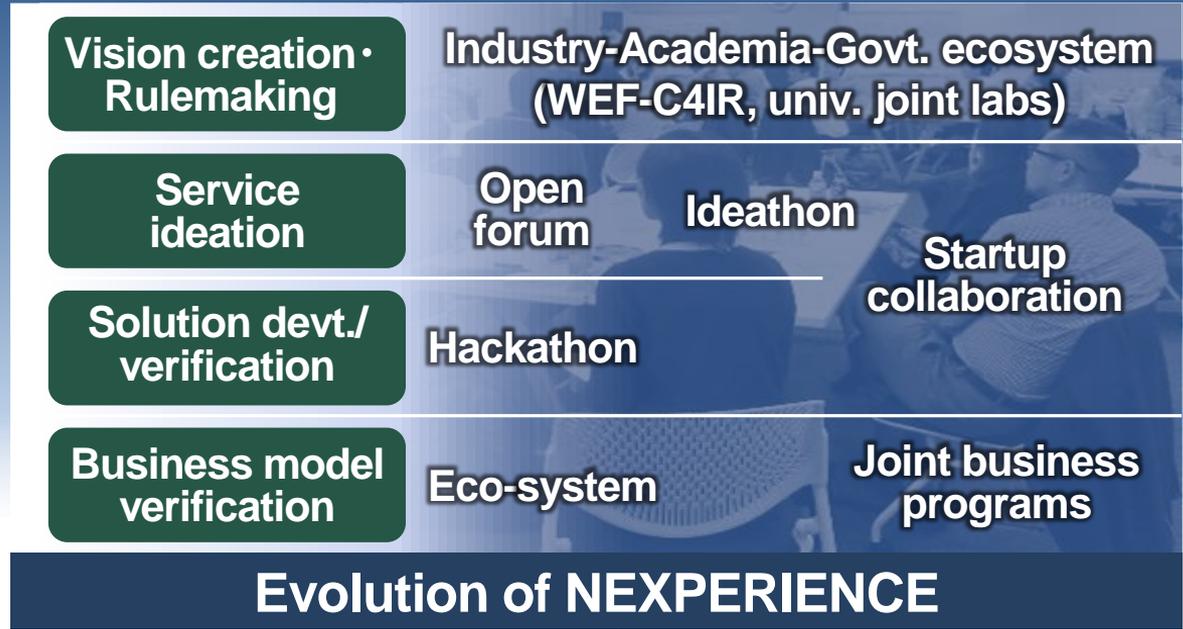
- Utilize NEXPERIENCE
- Increase customer cases & solution cores
- Develop AI/IoT tool sets



Further evolution of open innovation

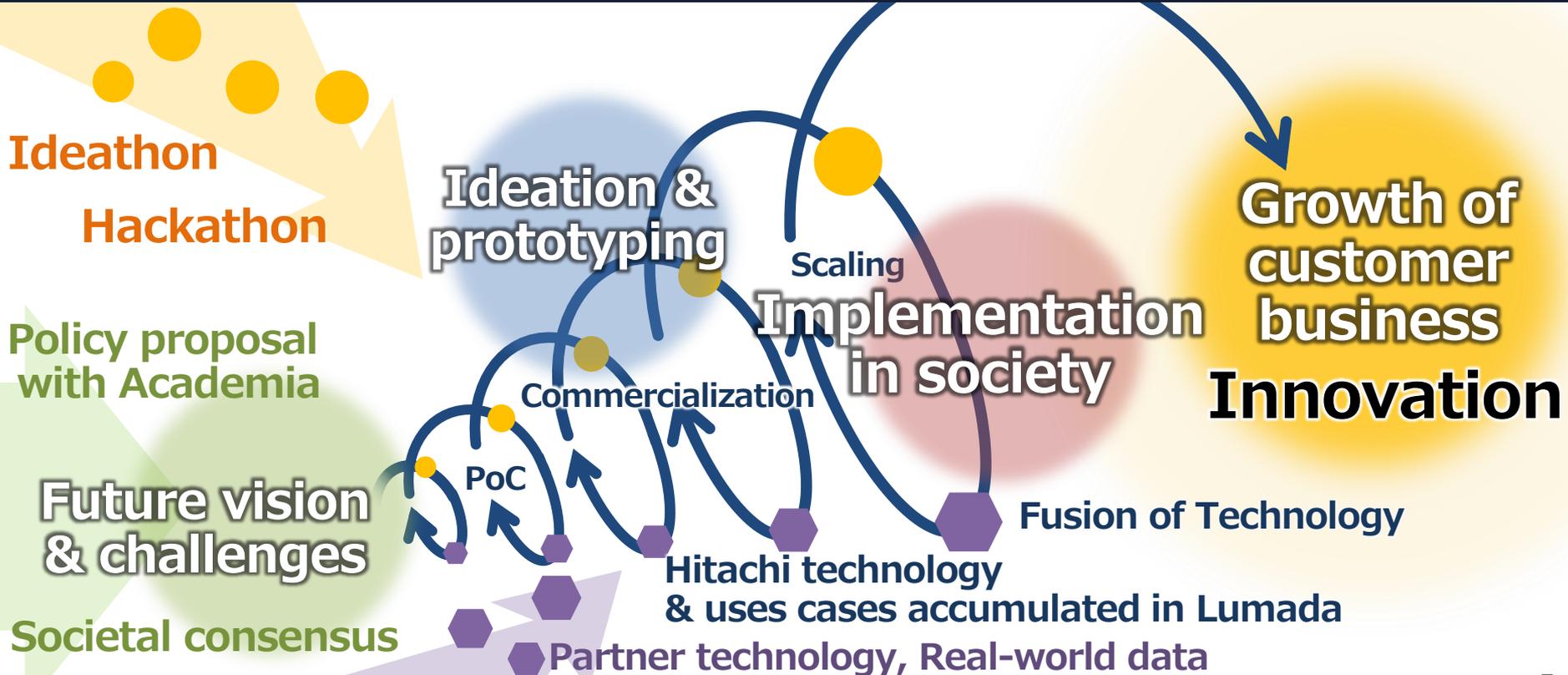
Launch “*Kyōsō-no-Mori*”

- Blend collaborative creation and technology development
- Estab. industry-academia-government ecosystem
- Leverage ideathons / hackathons

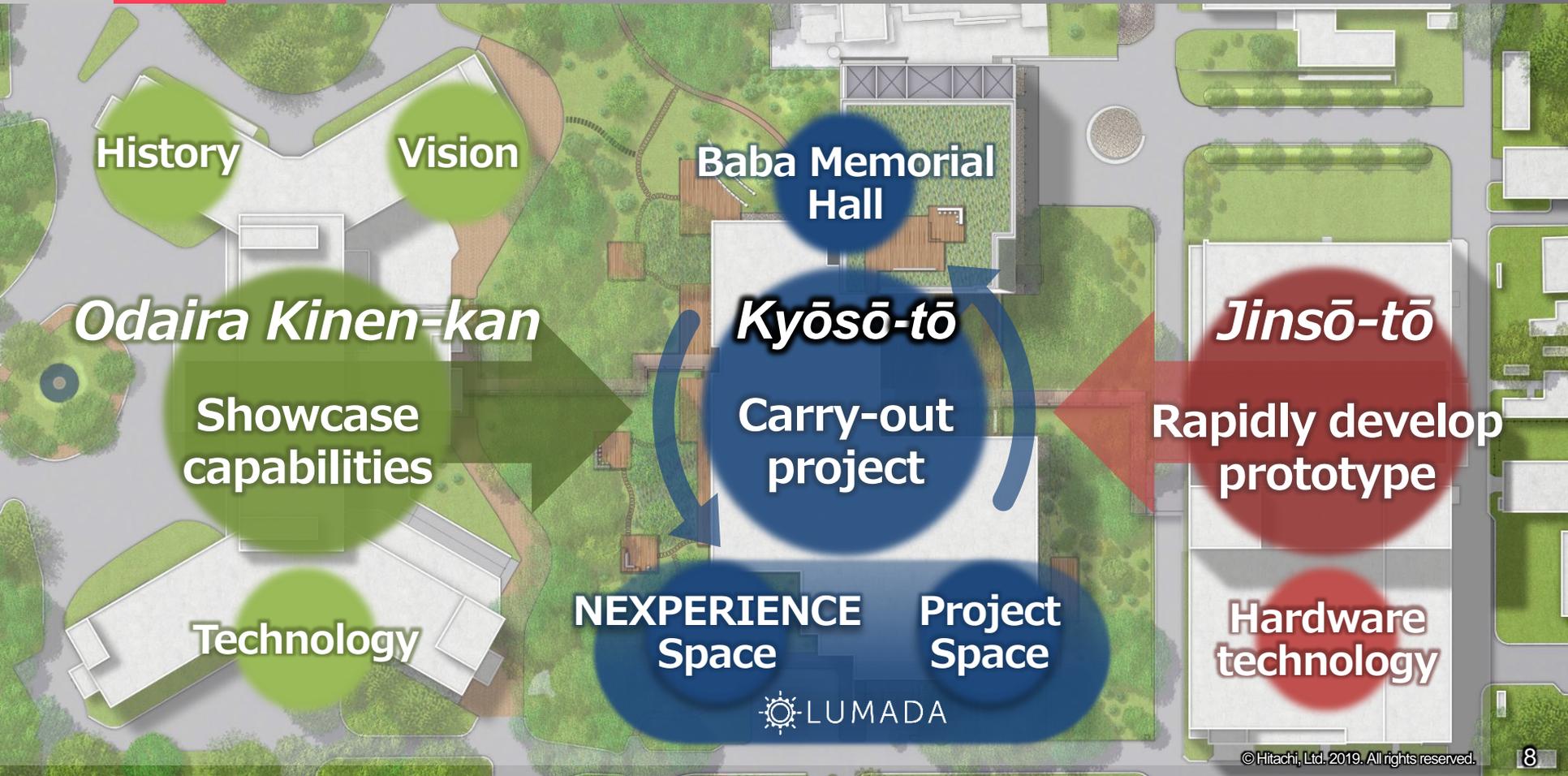


Further evolution of open innovation

Resolve societal issues by creating open innovation ecosystems



Kyōsō-no-Mori open innovation ecosystem



Kyōsō-tō facility overview



Baba Memorial Hall



Project Space



NEXPERIENCE Space



Entrance Corridor



Communication Corridor



Terrace



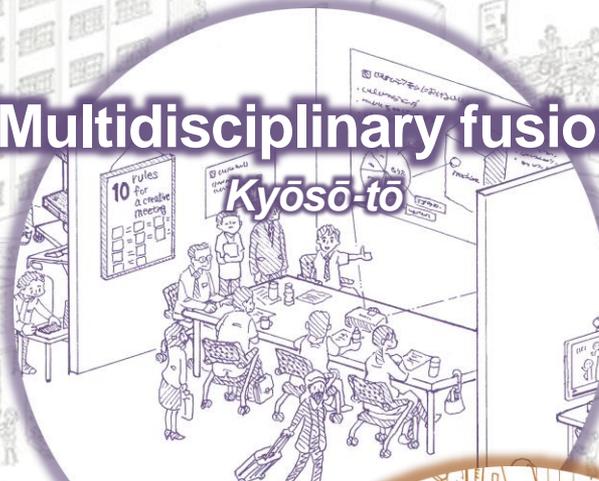
Café Library



Restaurant

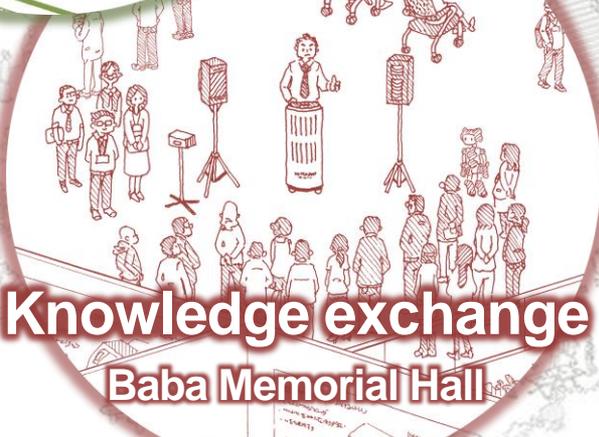


Open workspace
Café Library

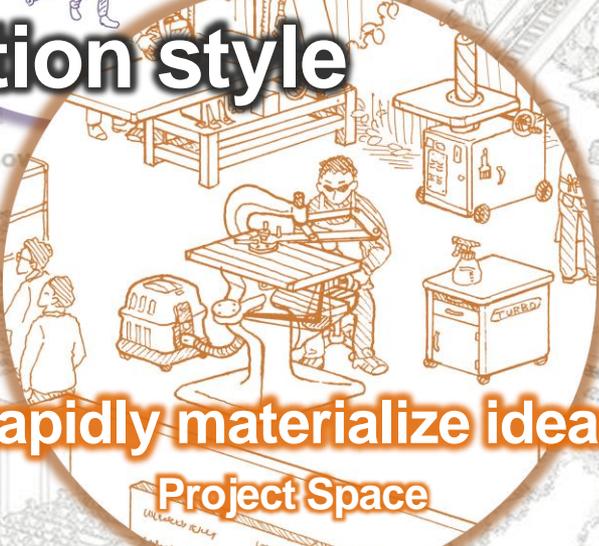


Multidisciplinary fusion
Kyōsō-tō

New collaborative creation style



Knowledge exchange
Baba Memorial Hall



Rapidly materialize ideas
Project Space



“Kyōsō-no-Mori”
Delivering innovation to the world

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Inspire the Next 