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Uncovering real issues with the Power of Knowledge—our drive to create social value

Creating social value under PLEDGES, starting with the Power of Knowledge

Under PLEDGES, the Hitachi Group's sustainability strategy, the Hitachi High-Tech Group is working to create social value through its businesses. Through our cutting-edge measurement and analysis technologies and global business foundation, we work with our stakeholders to help people live healthy, secure lives, reduce environmental burdens, and support the sustained development of industry.

Across fields including semiconductors, healthcare, advanced materials, and industry & social infrastructure, our businesses have worked closely with customers at their sites to deepen our understanding of the challenges they face. Our world-class products, equipped with a range of advanced sensing technologies, have captured conditions and changes as data, generating information that leads to new insights. Our strength is the Power of Knowledge: the ability to combine a deep understanding of customer sites with the data generated by our products to uncover not only the immediate challenges, but also the underlying issues that truly need to be addressed.

New possibilities unlocked by physical AI and digitalized assets

Digital-centric value creation is the key to resolving the real issues revealed by the Power of Knowledge. The Hitachi High-Tech Group's semiconductor manufacturing and metrology equipment, medical



analyzers, radiation therapy systems, analytical systems and analyzers, and other equipment are “digitalized assets” that generate data—the source of value. By combining real-world data obtained from our equipment with the domain knowledge we have built over many years and with AI, we will turn that data into new value. Under Lumada 3.0, we will create new value at customer sites through HMAX™ Industry, our suite of next-generation solutions for industrial fields.

To put that value to use at customer sites, “physical AI”—AI that understands the real world, makes decisions, and takes physical action—is playing an active role. Together with Hitachi, Ltd., the Hitachi High-Tech Group has developed edge AI semiconductors that can be embedded directly in equipment to strengthen the use of physical AI at customer sites. By making our products even smarter so that they can analyze data and make decisions where the data is generated, we will enhance the value of our digitalized assets and expand the use of AI from the cloud to customer sites.

Helping maximize customer lifetime value

The new value we create is fully realized when it delivers results at customer sites. Through our engineering expertise and products, we provide end-to-end support from research and development (Lab) to mass production (Fab), aiming to shorten development periods, improve quality and productivity, and enable efficient use of resources. We will also provide value throughout the entire life cycle, including the operation and maintenance of our customers’ products after mass production, helping maximize customer lifetime value across Lab to Fab.

Toward a Harmonized Society

The social issues we face become more complex and challenging every year. Precisely because these issues have no easy answers, we value ongoing dialogue with our customers, using frontline feedback and data to understand the issues at their core and taking steady steps toward solutions. Always mindful of the social value that solving these issues can create, we will build on our existing knowledge and experience, remain open to new technologies and ideas, and continue taking on challenges without fear of failure.

Together with our stakeholders, we will put the value created through each of our efforts into practice in society, working toward a Harmonized Society where the environment, people’s happiness, and economic growth are in harmony.