

FOR IMMEDIATE RELEASE

## **Hitachi High-Technologies Enters into the Brain Science Industrial Applications Business —Portable Optical Topography Equipment for Research and Industrial Applications—**

Tokyo Japan, April 10, 2014 – Hitachi High-Tech has entered into the brain science industrial application business, based on Portable Optical Topography technology, by acquiring the functions of sales, service, and consultation business from Hitachi, Ltd. in April 2014.<sup>(\*1)</sup> Hitachi High-Tech positions its brain function visualization technology as an important element in the company's core technologies of measurement and analysis, and aims to expand new business in human sensing technology.

Hitachi, in 1995, was the world's first developer of Optical Topography technology, which visualizes the blood volume change accompanied by brain activity, in the harmless and non-invasive condition, using a very weak near infrared light irradiated on surface of the head. By visualizing the brain activity, it shows which parts of the brain become active to given contents, such as images and sounds, and it will be useful for the evaluation of people's consideration as an objective method. Brain visualizing technology is recognized as an effective method in the brain science, cognitive science, psychology and education fields, etc., and is being applied in cutting-edge research and development as well as product marketing.

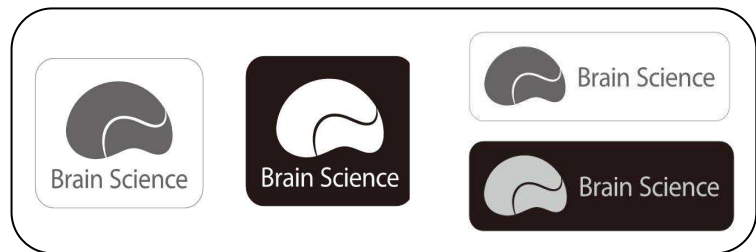
As one of the applied brain science efforts to utilize Hitachi's research findings and brain function measurement technology, Hitachi has been promoting the Brain Science Evaluation for products. The evaluation is conducted by a Brain Science Evaluation committee with recruited third party specialists. The committee evaluates the brain science research results and their proper expression. Based on the evaluation, products may be approved and granted a Brain Science Mark. The infant toy BabyLabo<sup>®</sup> series, which was created through a joint project with Bandai Co., Ltd., became the first product with a Brain Science Mark. Advanced analysis is essential to Applied Brain Science, and Hitachi has been accumulating technology and know-how for customers for a long time and has been promoting brain science applied business aggressively.

With this business acquisition, Hitachi High-Tech will take over Hitachi's past activities and position the Portable Optical Topography business as an important new business prospect. Utilizing the company's core technologies of measurement and analysis, it will further strengthen Optical Topography technology, and expand the business globally. To meet customers' increasing need for measurable brain activities in daily life, Hitachi High-Tech will further enhance its technology and expand business applications. Through this activity, Hitachi High-Tech will contribute to the advancement of society.

\*1 Within the Hitachi Group, Hitachi, Ltd. will continue to conduct research and development activities, while Hitachi Medical Corporation will continue to conduct optical topography equipment manufacturing, sales and services for research and industrial applications other than those of the abovementioned business.



Applied optical topography technology



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BANDAI Co., Ltd.'s BabyLabo<sup>®</sup> applies brain science to toy manufacturing (left);  
the Brain Science Mark (right)

### Trademarks

BabyLabo<sup>®</sup> is a registered trademark of BANDAI Co., Ltd.

The Brain Science Mark is a registered trademark of Hitachi, Ltd.

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