

HITACHI

Inspire the Next

THE MARKET

Hitachi offers a wide range of systems, products and services in a variety of market sectors that include information systems, electronic devices, power and industrial systems, consumer products, materials and financial services. Consolidated sales for fiscal 2006 totaled USD\$80.9 billion.

Hitachi takes its commitment to the customer seriously, which means delivering the best products for the best value.

ACHIEVEMENTS

Hitachi has always been at the forefront of technological evolution and innovation in each of its market segments.

The company's home electronics products are sleekly packaged technological masterpieces. Hitachi's core technologies mesh perfectly with each other, resulting not just in superior performance and features but in more efficient use of interior space.

Hitachi was at the forefront in the marketing of solid-state colour television in Canada, and the brand's outstanding achievements have continued over the years. For example, Hitachi developed the first DVD camcorder that could record videos onto an 8cm disc rather than on a tape — an ingenious invention that won an Emmy for the company. Hitachi also leads the way in plasma screen technology because of exclusive features like ALiS and pixel-pixel mapping that offers full 1080 vertical resolution, resulting in outstanding picture quality unsurpassed in the industry. As the market leader in LCD home theatre projectors, Hitachi's innovative technology allows for a superb home theatre experience, regardless of ambient light conditions and room sizes.

In the medical field, Hitachi not only engineers but also manufactures a remarkable array of low-impedance, five-frequency wideband ultrasound



probes, infusing Hitachi quality into every step of this demanding process for maximized sensitivity and clinical flexibility. Other cutting-edge medical equipment includes proton beam therapy systems and intraoperative magnetic resonance systems. Hitachi's new MercuRay Cone-Beam CT is changing the standard of care in orthodontistry and maxillo-facial surgery.

Hitachi's achievements in its optical and security products field are numerous as well. Opnext, formed in 2000 by Hitachi, is the first to develop a semiconductor laser for undersea fiber cable transmission and the first to demonstrate a fully functional 40Gbit/s transmitter and receiver. Hitachi/Opnext's optical engines are the core of an extensive portfolio of active optical components (laser modules, optical receivers, transponders, etc.) and subsystems for applications of communication networking and industrial measurement equipment. Opnext received the Cisco Technology Award in 2001.

Companies and governments have in recent years expressed a growing need for biometric authentication, which offers an inherently higher level of security. Seeing this need, Hitachi pioneered and developed an authentication system that reads a finger's vein pattern. The use of a vein pattern makes

forgery, falsification or impersonation practically impossible, affording a high level of security. Applications are wide-ranging, including access control and PC login as well as ATMs and more.

On the power and industry side of the business, Hitachi supplied and constructed advanced power generating stations across Canada for over 35 years. These plants provide enough safe and reliable power to meet the needs of a city of over 5 million people.

HISTORY

The founder of Hitachi, Ltd., Namihei Odaira, designed the Hitachi logo even before the company was established in 1910 as the electrical machinery repairs shop of a copper mine. He believed that a logo was necessary to win the trust and confidence of the people as a symbol of quality products. Odaira used two Chinese characters — hi, meaning "sun," and tachi, meaning "rise" — to form the mark by superimposing one character on the other and enclosing them in a circle.

Now headquartered in Tokyo, Japan, Hitachi is a leading global electronics company, with more than 350,000 employees worldwide. Hitachi, Ltd. has almost 1,000 subsidiaries, including more than 400 overseas companies.

Hitachi Canada, Ltd., established in 1971, is a subsidiary of Hitachi America, Ltd. and Hitachi, Ltd., Japan.



THE PRODUCT

Four distinct divisions manufacture or market products that contribute to many aspects of Canadian society.

Digital Media Division. Hitachi home entertainment products have enriched the lives of Canadians for nearly 30 years. The brand's products are renowned for their quality and durability. Over the years Hitachi has developed products that are superior in original technology and regarded as among the industry's best.

Today the Digital Media Division markets plasma, LCD and projection TVs; DVD camcorders; LCD home theatre projectors; and LCD presentation projectors. These products are sold to the Canadian consumer through a vast dealership network comprising local independent retailers as well as large national chains.

Medical Solutions Division. While conventional wisdom dismissed open magnetic resonance imaging as a niche modality, Hitachi continued to rethink and innovate. Today the company's Altaire High Field Performance Open MR is delivering daily what many said could not be done: advanced high-field clinical capabilities in a truly open system. Hitachi has made many of those capabilities available in the mid-field range as well, in the AIRIS family of Open MR systems, creating a new value equation for a variety of clinical situations.

Optical and Security Products Division. OSPD was established within Hitachi Canada, Ltd. in 2003 to focus on the sales and marketing in Canada of Hitachi's optical products, finger vein (FV) biometrics and radio frequency identification (RFID) security product solutions, and small LCD products to the high-tech, telecom and datacom industries, as well as user communities that have high security requirements.

Power and Industry Division. Hitachi's Power and Industry Division provides innovative and proven solutions to meet today's energy challenges and society's growing needs for safe and reliable power generation and industrial systems.

RECENT DEVELOPMENTS

The Hitachi plasma TV series speaks eloquently to a sleek design and performance aesthetics that define elegance, with a roster of proprietary technologies including ALiS that provides a seamless, filmlike picture with more detail than ever before. The company's line of Director's Series plasmas elevates this product to an unsurpassed level of quality.

Hitachi's invention of the DVD camcorder revolutionized the camcorder industry and today the company is continually enhancing the product's features and cosmetics. Super Multi-format, R3 Rapid Record and Photo Frame Grab are tucked into the smallest case ever.

Since first popularizing the concept of Open MR over a decade ago, Hitachi has contin-

ued to provide its customers with magnetic resonance imaging (MRI) systems that combine cutting-edge technology with patient-comfort design. The company's newest scanner, the 1.5T compact Echelon, continues this tradition. Echelon's standard imaging suites provide an impressive array of sequences, tools and features that promote scan efficiency and excellent image quality. Advanced techniques, such as radial scans and fluoro-triggered bolus MRA, position Hitachi's imaging centre at the forefront of MR applications.

Hitachi high-resolution digital ultrasound system features HI VUE, a design and engineering philosophy that optimizes each component for individual high performance while integrating them to work more efficiently in concert. The result is more consistent high-quality imaging on a more productive, user-friendly ultrasound system. More than 30,000 Hitachi ultrasound systems are installed worldwide.



Hitachi recently completed the construction of the power island for Canada's most advanced and environmentally friendly coal-fired power plant. The Genesee Phase 3 Project located near Edmonton, Alberta features state-of-the-art technologies and received the prestigious "Coal Project of the Year" award at the PowerGen International conference in 2005. The plant was built in a record 36.5 months and produces 450 megawatts of electrical energy, enough power for a city of 350,000 people.

PROMOTION

Hitachi is the official sponsor of the National Football League in Canada. This sponsorship sets Hitachi in a rather enviable position through an alliance with the most dominant sports league in North America. The NFL's Super Bowl is the highest-rated televised sporting event in Canada. Moreover, the week prior to the Super Bowl is



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the strongest week in North America for the purchase of large-screen televisions.

Hitachi recently conducted a five-week radio campaign promoting its new line of DVD camcorders as well as a massive print campaign supporting plasma TVs. Ads appeared in major Canadian publications such as *Maclean's*, *House & Home*, *Nuvo*, *Here's How*, *The Globe & Mail*, *L'Actualite* and *La Presse*.

In the medical field, Hitachi is actively involved in bringing more advanced technologies to Canadian clinicians. Its offerings include high-end imaging systems for dentistry, and on the therapeutic side, Hitachi is one of the few developers of proton-beam therapy systems for cancer treatment.

BRAND VALUES

The basic credo of Hitachi is to further elevate its founding concepts of harmony, sincerity and the pioneering spirit, to instill a resolute pride in being a member of society and thereby contributing to it through the development of superior and original technology and products.

Hitachi strives to be a good corporate citizen and to contribute toward the community and to this end to conduct its corporate activities in a fair and open manner, promote harmony with the natural environment and engage vigorously in activities that contribute to social progress.

THINGS YOU DIDN'T KNOW ABOUT HITACHI

- Hitachi turbine generators produce over 40 percent of the base electrical generation in Alberta and Saskatchewan.
- With Hitachi's finger vein authentication technology, your fingers essentially become your keys (password), allowing you to gain access and to verify identity.
- The four barbs protruding at the four points of the compass in the Hitachi logo signify the sun's rays. The mark was designed to capture Odaira's vision of a man standing before the rising sun, planning a better future for all.