

Collaborating with Local Communities and Society

■ Observing Nature Through Electron Microscopes

As part of our support for science education in schools, Group companies participate in several ongoing projects that introduce students to the wonders of nature as viewed through electron microscopes.

■ Tabletop Microscope Wins Top Prize in Kids Design Awards

The TM-3000, a tabletop microscope produced and sold by Hitachi High-Technologies, won the Minister of Economy, Trade and Industry (METI Minister) Award in the Kids Design Award 2010. The award was the top prize in the future products category.

Sponsored by the Kids Design Association, the Kids Design Award is an award program that aims to achieve the following three kids' design principles of benefit to children. Those principles are designs to contribute to the security and safety of children, to develop creativity and develop the future, and designs to comfortably raise children. In giving the award, one of the judges commented that the Company showed a wonderful development stance in achieving a compact and affordable product that goes beyond the concept of traditional electron microscopes. The judge said, "giving young people the opportunity to experience the micron world in the classroom will surely further their interest in doing science."

At Hitachi High-Technologies, we are also hoping that the TM-3000 will play a role in halting the trend away from science among schoolchildren.



Tabletop Microscope TM-3000

■ Tabletop Microscope Exhibited at Yongster's Science Festival

On November 6 and 7 of 2010, the Japan Science Foundation sponsored a science festival for the young at the General Gymnasium and Athletic Park in Hitachinaka, Ibaraki Prefecture. The festival brought visitors together under one roof to enjoy a day of workshops and experiments in science, mathematics and technology.

Hitachi High-Technologies exhibited its tabletop microscope TM-3000, giving young people a chance to experience the micron world.

We continue to contribute in such events in support of children's science education.

■ Science Radio Show Hosts a Summer Vacation Event

On August 28, 2010, the radio show Masaki Omura's Science Kids held an event to celebrate its 200th broadcast. Hitachi High-Technologies sponsors the radio show as part of its science education support program. Approximately 50 groups of children and their parents were invited to participate in three activities at the event. In the first activity, The Science of Light Show, children got a close up look at the world of light. The next activity was a talk show on the enigma of recent weather abnormalities called The Secrets of Weather. The final activity was a hands-on learning experience using the Company's tabletop microscope. Using items brought by the children as "something I'd like to see under an electron microscope," children learned how to magnify things using the electron microscope. They enthusiastically observed the items they brought, which included some unusual things, such as a tooth, a lizard, and bath salts.



Children operating the Tabletop Microscope



Children observing the micron world

As a good corporate citizen, we fulfill our social responsibilities by utilizing the special operational features of the Hitachi High-Technologies Group to support science education and contribute to local communities.

■ Giving Middle School and High School Students Job Site Experience

From December 2010 to January 2011, the Fine Technology Systems Business Group headquarters in Saitama Prefecture held tours and a job site experience program for local high school students. A total of 20 students visited the headquarters. Among group companies, Hitachi High-tech Instruments Co., Ltd., also in Saitama, invited two middle school students to its facilities as part of its job site experience program during June 2010.

During the plant tours, students observed places they usually would not get to see, such as clean rooms and computer-aided design (CAD) and other design floors. In the job site experience program, students took part in such tasks as receiving and inspection, pre-assembly, and procurement operations. While the time spent in this program was short, it gave students a sense of the value of work and its degree of difficulty. We hope what students learned from the experience will prove useful in their studies and in choosing their future occupation.

We plan to continue offering these visitation programs for students.



Scenes of students getting job site experience

■ Corporate Certification in Cheerleaders of Childrearing in Kanagawa

In November 2010, Hitachi High-Tech Solutions Corp. received certification as a Cheerleader of Childrearing in Kanagawa Prefecture. The certification system was set up under a prefectural ordinance to promote employee benefits in support of childrearing in Kanagawa. Being certified indicates that a company has a system of employee benefits for offering parents and guardians assistance in childrearing. Certified companies may use the official logo of the prefecture's initiative on their websites or other company items, such as business cards. In addition, the names of the certified companies are listed on the prefecture's website and in the initiative's posters.

As a certified company, Hitachi High-Tech Solutions Corp. will redouble efforts to offer a way of working that allows employees to also play an active role in raising their children.



Mark certifying Cheerleaders of Childrearing in Kanagawa

■ Gift Wrapping Event for Raising Charity Donations

Hitachi High Technologies America, Inc. holds a variety of ongoing social contribution activities led by its Community Activities Committee (CAC). During the 2010 Christmas season, the Chicago head office initiated a new CAC drive to raise funds for the Humanitarian Service Project (HSP*). Inviting the local community at large to get involved, the Chicago head office held a Gift Wrapping for Donations event. Setting up on the first floor of the head office building, the company provided the wrapping materials for volunteers to wrap people's Christmas presents in return for donations to HSP.



Employees in the U.S. wrapping presents and receiving donations

* HSP is an organization providing food and basic necessities to alleviate the pain and suffering that poverty brings to needy seniors and children