

# Hitachi at Hannover Messe 2017

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Global manufacturing companies today are challenged with rapidly changing variables in their industries, such as requirements for shorter lead times, mass customization, the increasing number of product variations and there is an ongoing shift in overall consumers' mindsets as more people move away from product ownership-based consumption in favor of as-a-service business models. Additionally, conventional models of production planning by experts are no longer efficient due to unforeseen disruptions and changing business environments.

In the energy industry, utilities are now integrating energy from numerous distributed generation sources, with higher renewables' use, causing grid and pricing volatility and challenging the constant balance of matching supply to demand. Tightening industry regulations increase complexity and necessitate that they operate with narrow profit margins, while prices for supply vary and create shorter trading windows than ever before. Utilities need to optimize power generating assets and need to invest in automated processes to improve profitability while trading at shorter cycles.

Industrial Robots are becoming more ubiquitous in manufacturing plants, working hand-in-hand with humans to maximize the intelligence of manufacturing operations. The robots of the new Industrial Revolution are not just preprogrammed as fixed capability assets. Rather, these robots are learning and improving themselves over time as they observe and take action. The robot brain is constantly learning through action and observation with video analytics and even natural language processing through advances in artificial intelligence. These collaborative robots, commonly referred as co-bots, are becoming the new team members of the industrial world.

Never in history has the combined power of data from man, machine and material led to the creation of such highly efficient operations and adaptable production lines. These advances will eventually lead to an autonomous economy that senses and responds to demands on a real time basis.

Hannover Messe 2017, the world's leading industrial technology exhibition, is just around the corner, and themes like the ones mentioned above will be big topics at the event.

At Hitachi, we believe customers require more than just an IoT platform to connect, aggregate and synthesize their operational technology (OT) and information technology (IT) assets. Hitachi's Lumada ecosystem is designed to accelerate IoT solution creation and fuel co-creation with our customers, using proven solution cores to achieve faster time to value.

We invite you to visit us in Hall 12, Stand C80 to see how Hitachi's rich expertise in OT and IT uniquely position us to help manufacturing, energy and other industrial customers to not only solve some of their greatest challenges, but turn them into a competitive advantage. Highlights of our interactive demos at the event include:

- Experience Hitachi's Lumada IoT ecosystem in a virtual reality tour of our new IIoT and Energy IoT solutions.
- See the future of robotics and the power of Artificial Intelligence in action with Hitachi's EMIEW3 and AI robots.

- Discover smarter manufacturing with Hitachi's industrial video analytics.
- Explore a robust display of other unique IoT-enabled solutions from Hitachi.

We hope to have an opportunity to demonstrate first-hand how Hitachi can help you take the lead in your industry. Until then, Auf Wiedersehen!