



The Power of ICT^{*} for sustainability and beyond

Now is an age when all types of things, from devices to social infrastructure, are connected by networks.

A Human-centric era has arrived for ICT industries. People are connected to one another by smart devices and we are able to gain knowledge through the cloud.

Starting from “human activity,” the Fujitsu Group is working to analyze in real time the vast information gathered in these digital worlds,

and bring about transformation in society by giving rise to new knowledge.

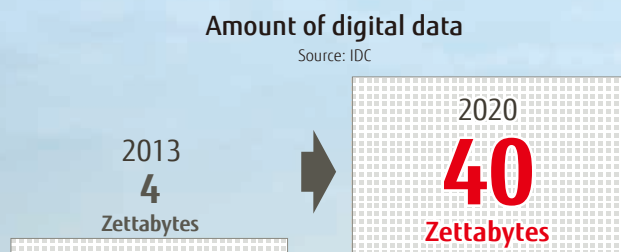
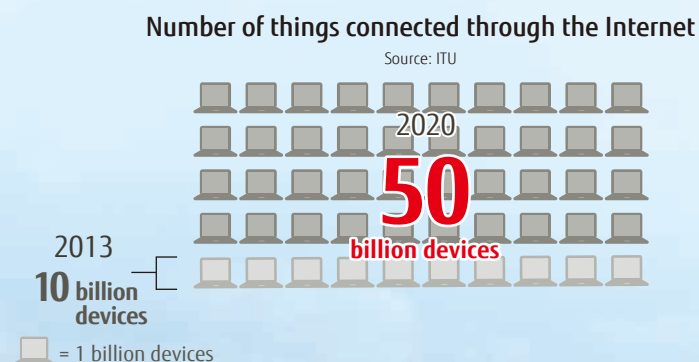
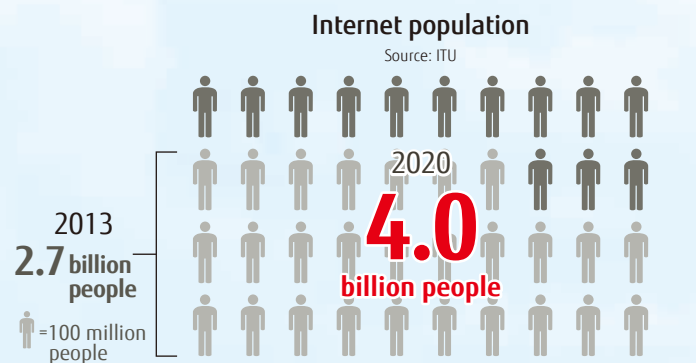
Going forward, we will continue to make the “power of ICT” instrumental in the actions and decisions of those who confront diverse social challenges.

*ICT: Information and Communication Technology

Society in 2020

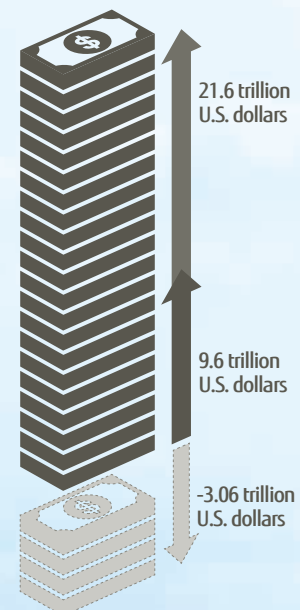
Toward a Hyper-Connected World where Everything is Connected through the Internet

The number of global Internet users has surpassed 2.7 billion, while the number of appliances, vehicles, and other devices connected to the Internet grows beyond 10 billion. Sensors are even being embedded with social infrastructure such as roads, bridges, and electric power equipment, letting people capture the state of things over the Internet in real time. Expanding in front of us is a hyper-connected world in which people are connected to each other more deeply than ever.



**Economic value created
through ICT innovation
by 2020**

9.6-21.6
trillion U.S. dollars



**Economic value
potentially lost by 2020
due to threats to cyber society**

Up to 3.06
trillion U.S. dollars

Source: World Economic Forum
Risk and Responsibility in a Hyperconnected World
(Published in January 2014)

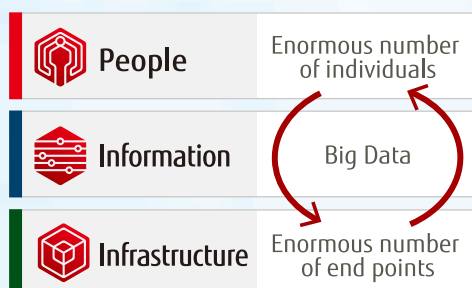
We Create Human Centric Innovation

Fujitsu empowers the creativity and problem-solving capabilities of people, and provides ICT environments for the creation of new innovation.

In a hyperconnected world there are three key dimensions for the creation of innovation – people, information and infrastructure. Fujitsu aims to realize business and social value by providing solutions and services that bring together these three dimensions, we call this approach

Human Centric Innovation. As an innovation partner for customers, Fujitsu will provide a portfolio of necessary technologies and services, and will focus on business activities to realize innovation.

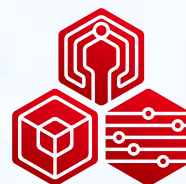
Realizing Human Centric Innovation from Three Dimensions



Human Empowerment
Connect people and empower

Connected Infrastructure

Connect everything and optimize business and social infrastructure



Creative Intelligence

Create knowledge from information

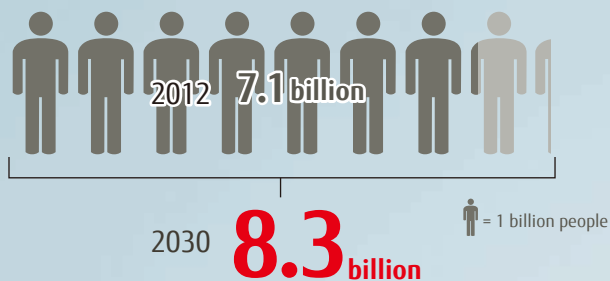
Society in 2030

Modern Society Faces a Mountain of Issues that Threaten the Sustainability of the Earth and Society.

The spread of ICT has brought the people of the world closer together, and creates a driving force behind global economic growth and affluence. At the same time, there is no denying the series of distortions appearing in the growth of modern society, including the worsening scale of climate change and natural disasters, and the shortages of food, water, and energy that accompany population increase.

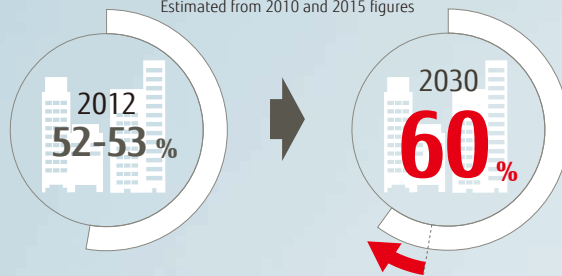
World population

Source: United Nations



Urban population ratio

Source: United Nations
Estimated from 2010 and 2015 figures



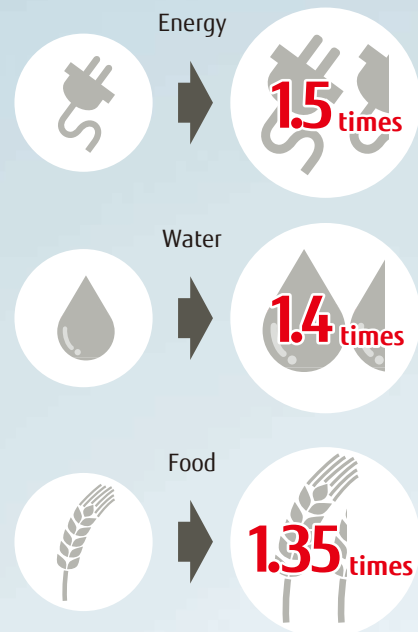
Median age

Source: United Nations



Resources necessary in 2030

Source: National Intelligence Council, Global Trends 2030
(comparison with 2012)



We create Social Innovation

Together with customers, Fujitsu will advance the social innovation that will resolve societal issues through the power of ICT.

Numerous governments, NPOs, NGOs, and international institutions are cooperating to resolve a mountain of global social issues. Fujitsu believes that we can contribute to more speedy resolution of these issues by effectively using the human resources, technologies, expertise, information infrastructure, and other resources held by companies. The power of ICT is moving beyond the creation of business efficiency and transformation of processes, and now holds the power to transform society.

Business innovation will develop into the construction of value chains that extend beyond specific industries, and will lead to the achievement of better societies. With the power of ICT as our leveraging point, Fujitsu is working to realize a Human Centric Intelligent Society in which all can participate proactively in the creation of a sustainable society.

Conceptual Image of Human Centric Innovation

