

Top Message	Interview to Head of Corporate Environmental Strategy Unit	Special Feature: The Power of ICT	Fujitsu Group Environmental Action Plan Stage VII	<b>Chapter I Contribution to Society</b>	Chapter II Reducing Our Environmental Burden	Environmental Management	Data Overview
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GHG Emission Reduction through the Provision of ICT    Deploying Sustainability Solutions    **Development of Top-Level Energy Efficient Products**    Improving the Resource Efficiency of Products    Research and Development of Advanced Green ICT    Collaborating with Communities and Taking Action as a Good Corporate Citizen

# Development of Top-Level Energy Efficient Products

## Our Approach

As energy-related regulations for ICT products increase in number and in the breadth of the products they target, energy efficiency is taking on importance within society in the form of environmental label conformance and green procurement requirements.

Amid this background, the Fujitsu Group believes that we must accelerate improvement of the energy performance of products during their use, in order to reduce GHG emissions. For that reason, we are engaged in the development of products featuring top-level energy efficiency. Up to now, we have worked to improve the energy efficiency of products through development of "Super Green" products. As we now seek to further increase energy efficiency, in our Environmental Action Plan (Stage VII) we have set a target of making over 50% of all new products top-level energy efficient.

## Summary of FY 2013 Achievements


<b>Targets</b> under the Fujitsu Group Environmental Action Plan (Stage VII) (toward FY 2015)	Achieve top-level energy efficiency of more than <b>50%</b> of newly developed products.
<b>FY 2013 Targets</b>	Make <b>40%</b> or more of new products top-level energy efficient.
<b>FY 2013 Key Performance</b>	Made <b>39.0%</b> of new products top-level energy efficient.

## FY 2013 Performance and Results

### Actively Applied Energy-Saving Technology in All Divisions

In each of our business divisions, we have set targets for the achievement of top-level energy efficiency based on the number of product series that are expected to be developed during FY 2013. We have adopted high-efficiency power supplies in our storage systems and servers, have adopted energy-saving displays and optimized energy-saving control in our smartphones, and have strengthened power management features in our scanners. In addition, all of our divisions are actively undertaking the application of energy-saving technologies such as aggregation of LSIs, reduction of components, and adoption of energy-saving devices, and are engaged in development of top-level energy efficient products.

**FUJITSU Server PRIMERGY RX300 S8 Employs Industry-Leading High-Efficiency Power Supply Units**



Realizes Energy Consumption Reductions from a High-Efficiency Power Supply Unit with 80 PLUS® Titanium\* Certification.

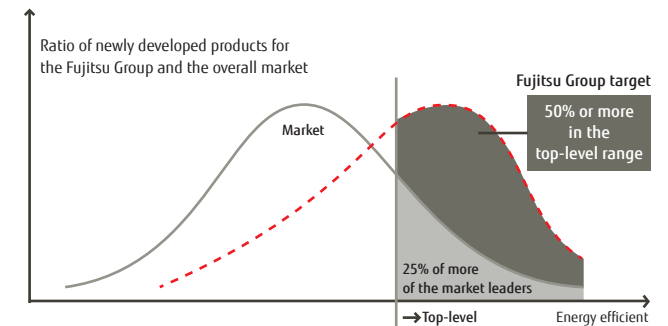
\* The highest certification rank given through a U.S. industry group-focused program that sets energy efficiency standards for PC/server power supply units.

### Fell Barely Short of Our Target due to Unplanned and Delayed Development

The Fujitsu Group's performance in FY 2013, at 39.0%, fell just short of our target. Major causes included the occurrence of unplanned development due to rapid changes in market demands, and delays by external organizations in the setting of standards adopted in our targets, which resulted in inability to meet the standards and subsequent delays in development.

## Reference Information Top-Level Energy Efficient Products

Products, beginning with "top-runner" products (first in the world or industry, top of the world or industry), that achieve 25% or more of the market benchmark in energy efficiency.



## FY 2014 Targets and Plans

### Deploying Outstanding Energy-Saving Technology and Expanding Its Application to Products

To achieve our fiscal year target of making 45% or more of new products top-level energy efficient, we will review plans to pursue actions such as the addition of top-level product development in all divisions. In addition, as a measure to improve energy efficiency, we will deploy outstanding energy-saving technology across the company and expand its application to products. Looking toward the future, we aim to advance the development of advanced technology for energy-saving devices, which will contribute to revolutionary improvements in energy efficiency.

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## Main Activities in FY 2013

### Smartphones that Achieve the Industry's Highest-Level Battery Life

ARROWS NX F-06E/F-01F



For many smartphone owners, fast-draining batteries have been the greatest source of dissatisfaction. In response, Fujitsu worked to reduce energy use in the products it launched in FY 2013, and achieved industry-leading battery life with the ARROWS NX F-06E and top-class battery life with the ARROWS NX F-01F.

Three elements have supported Fujitsu in this effort: large-capacity compact batteries, optimized energy-saving control, and reduced power consumption in displays. With regard to the latter, the F-01F led the industry in adopting cutting-edge displays that achieve a 45% reduction in liquid crystal backlight power consumption at the brightest setting, compared with general TFT displays.

### Disk Storage Systems that Reduce Power Consumption in Eco-Mode

FUJITSU Storage  
ETERNUS DX100/200/500/600S3



Fujitsu's ETERNUS DX disk storage system is equipped with an Eco-mode function that supports the use of MAID technology to spin the drive's disc only when needed. When the drive has not been accessed for a set length of time, the system spins down the disk to reduce power consumption. When the stopped disk drive is accessed, it can be used for about one minute.

In addition to Eco-mode, Fujitsu has adopted power supply units with the industry's highest-level efficiency to control losses from power conversion (AC-DC), as well as technology that finely controls the rotation speed of cooling fans in accordance with the surrounding temperature.

### Reference Information Top-Level Energy Efficient Product Target Standards

For its targets in each product area, Fujitsu sets standards that recognize top-level energy efficiency compared with the market overall or with conventional products.

#### Example of Target Standards\*1

Reference Level	Product Categories
ENERGY STAR criteria (in effect) compliant	PCs, imaging equipments, etc.
Top-level achievement rate of the Top Runner Program (FY 2011) under the Law concerning the Rational Use of Energy (Energy Conservation Law)	Servers*2, storage systems, etc.
Industry-leading energy efficiency	LSI, products for specified fields, etc.
Industry's highest-level battery life	Smartphones
Power consumption reductions over prior products/prior performance	Network products*3, electronic components, etc.

\*1 Depending on product specifications, standard values differ even for products within the same category.  
 \*2 Excluding PC servers.  
 \*3 A larger number of stars designate the top-level, concerning the products which are assessed by Ecology Guideline For the ICT Industry.