Toward a Prosperous Future Where Our Dreams Become Reality: The Ongoing Challenge of Using ICT to Create a Human Centric Society

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The ever increasing range of sophisticated ICT-based solutions has sparked unprecedented change in many aspects of our lifestyles and business. At the same time, the potential of ICT has raised expectations for resolving issues across a wide range of fields, particularly in disaster readiness, energy, agriculture, the environment, and healthcare.

The Fujitsu Group aims to become a leading technology-based, globally integrated service company. By using the Group’s vertically integrated strengths on a global scale, we believe we can create a Human Centric Intelligent Society, where people live more prosperous and secure lives. Our desire to make this a reality encompasses services such as cloud and big data, and products such as supercomputers and smartphones, which all incorporate cutting-edge technologies.

To achieve our ongoing commitment of growing together with our customers, we will fully exploit our capabilities to help build a better future for people all around the world. The Fujitsu Group is dedicated to meeting the challenges that will emerge as societies and businesses continue to evolve in the future.

President
Masami Yamamoto
“shaping tomorrow with you”
This is Fujitsu’s Brand Promise to the world.

Embedded in “shaping tomorrow” is the idea of helping customers and society to build a better future; and “with you” captures Fujitsu’s “customer-centric approach” of working with customers to boost their businesses.

Fujitsu strives to have a deep understanding of the needs of customers and society at large, and moves flexibly according to the situation (Responsive). Fujitsu also has high aspirations for its new innovations (Ambitious), and always acts with sincerity to address issues and deliver authentic results (Genuine). Backed by these defining traits, Fujitsu is determined to fulfill its Brand Promise.

Fujitsu’s customers are spread across 70 countries and each has its own vision for tomorrow. Our promise is to use the power of ICT to make every one of those visions a reality.

As a specific step toward fulfilling the “shaping tomorrow with you” Brand Promise, Fujitsu is striving to realize a Human Centric Intelligent Society where people live prosperous and secure lives.
FUJITSU Way
Our Corporate Philosophy “FUJITSU Way”

The FUJITSU Way embodies the philosophy of the Fujitsu Group, our reason for existence, values and the principles that we follow in our daily activities.

**CORPORATE VISION**
Through our constant pursuit of innovation, the Fujitsu Group aims to contribute to the creation of a networked society that is rewarding and secure, bringing about a prosperous future that fulfills the dreams of people throughout the world.

**What we strive for:**

- **Society and Environment**: In all our actions, we protect the environment and contribute to society.
- **Profit and Growth**: We strive to meet the expectations of customers, employees, and shareholders.
- **Shareholders and Investors**: We seek to continuously increase our corporate value.
- **Global Perspective**: We think and act from a global perspective.

**What we value:**

- **Employees**: We respect diversity and support individual growth.
- **Customers**: We seek to be their valued and trusted partner.
- **Business Partners**: We build mutually beneficial relationships.
- **Technology**: We seek to create new value through innovation.
- **Quality**: We enhance the reputation of our customers and the reliability of social infrastructure.

**PRINCIPLES**

- **Global Citizenship**: We act as good global citizens, attuned to the needs of society and the environment.
- **Customer-Centric Perspective**: We think from the customer’s perspective and act with sincerity.
- **Firsthand Understanding**: We act based on a firsthand understanding of the actual situation.
- **Spirit of Challenge**: We strive to achieve our highest goals.
- **Speed and Agility**: We act flexibly and promptly to achieve our objectives.
- **Teamwork**: We share common objectives across organizations, work as a team and act as responsible members of the team.

**CODE OF CONDUCT**

- We respect human rights.
- We comply with all laws and regulations.
- We act with fairness in our business dealings.
- We protect and respect intellectual property.
- We maintain confidentiality.
- We do not use our position in our organization for personal gain.

**BUSINESS POLICY**

- We use Field Innovation to find new approaches and the inspiration to improve ourselves, while delivering added value to our customers.
- We provide global environmental solutions in all our business areas.
- Fujitsu Group companies work together to accelerate our global business expansion.
Backed by a network of 100 datacenters spanning 16 countries, Fujitsu demonstrates its outstanding technological capabilities worldwide.

Fujitsu’s services business holds the leading market share in Japan and the third-largest share worldwide. In this business, Fujitsu provides solutions and systems integration services that combine ICT system consulting, design, application development and hardware installation, as well as infrastructure services centered on outsourcing (complete ICT system operation and management, including ICT system management via datacenters) and maintenance services.

Fujitsu has a global services framework; a wealth of experience in building large-scale, leading-edge systems; and the technological capabilities to support these operations. We use our capabilities to help a diverse range of customers across the world to adopt ICT systems, including government organizations and corporations with a global presence.
Fujitsu offers highly competitive, sophisticated technologies and high-quality system platforms.

System products and network products are the foundation of ICT infrastructure. Fujitsu has a broad lineup of system products to meet the needs of customers around the world. These include sophisticated and highly reliable mainframe and UNIX servers that support the mission-critical systems of corporations and that are equipped with proprietary CPUs. Fujitsu is one of the few global ICT companies with the technology to make its own processor chips. We also provide PC servers for cloud computing and other emerging business areas, as well as storage systems able to hold vast amounts of data. In the area of network products, Fujitsu holds a large market share of the optical transmission systems and mobile phone base stations used by mobile communications carriers in Japan, backed by its advanced technology and support capabilities. We also enjoy a large market share in transmission systems for mobile communications carriers in the North American market.
Fujitsu designs user-friendly products based on a Human Centric approach.

Fujitsu manufactures and develops PCs, mobile phones, car audio and navigation systems, and electronic devices for vehicles.

In the PC sector, Fujitsu is enhancing functionality through energy efficiency, a fast boot-up feature and other functions, and is also driving the development of tablet PCs. At the same time, we are delivering very high quality products. In the mobile phone sector, Fujitsu is expanding its product range with high-end smartphones and tablet devices equipped with cutting-edge, high-speed CPUs. Our Raku-Raku Phone Series emphasizes display readability, sound clarity and user friendliness. In mobilewear, Fujitsu is answering diverse needs through “connectivity” products, including user-friendly car navigation systems that make for a more enjoyable driving experience.

World’s Thinnest Ultrabook™
FMV LIFEBOOK UH75/J
Incorporating divergent technologies that originated in Japan, the FMV LIFEBOOK UH75/J features a large 500 GB hard disk drive and, at 15.6 millimeters* thick, is the world’s thinnest notebook PC. The symmetric unibody design of this product is beautiful from any angle. The top cover can also withstand load testing of up to roughly 200 kilograms thanks to a super-compressed dual grid structure and the use of magnesium alloy. These features make the FMV LIFEBOOK UH75/J not only thin but sturdy as well.

* Among notebook PCs with internal hard disk drives. Measurement at its thickest point. Based on Fujitsu research as of October 19, 2012.

High-End, Waterproof Smartphone
docomo NEXT series ARROWS X F-10D
This all-in-one smartphone is powered by a fast quad-core CPU, technology at the leading-edge of the smartphone market that Fujitsu was first to employ in a phone. The ARROWS X F-10D is also compatible with LTE (long term evolution)—the next-generation, high-speed communications network—and offers rapid responsiveness. The smartphone also incorporates Fujitsu’s Human Centric Engine®, a culmination of cutting-edge Fujitsu technologies designed to provide customers with the ultimate user-friendly experience.

Large 9-inch Navigation System
ECLIPSE AVN-ZX02i
Designed with visual clarity in mind, the ECLIPSE AVN-ZX02i has a 9-inch screen, the largest in the industry. It is also the first navigation system on the market to incorporate a Nintendo DS® system, “Kurumade DS,” transforming the car into a fun place for family interaction while driving. Great attention was placed on making the interface simple and user-friendly, including map scrolling via an easy flick-and-drag operation. In these ways, the ECLIPSE AVN-ZX02i ensures a safe, secure and comfortable driving experience.
Fujitsu provides optimized solutions that meet diverse customer needs, centered on system LSI devices and electronic components.

In the device solutions area, Fujitsu manufactures and develops LSI devices found in products such as digital home appliances, automobiles, mobile phones, and servers; semiconductor packages and other electronic components; and structural components such as batteries, relays and connectors.

Fujitsu Semiconductor, which handles LSI devices, has operations not only in Japan, but also in North America, Europe and Asia. Business at these locations is focused around the four pillars of Mobile, Automotive, Advanced Imaging, and High-performance (Industrial Equipment). In these four areas, we offer highly reliable, optimized solutions that meet the diverse needs of our customers. Our products are used in a wide range of applications, from imaging to wireless communications and security, and are increasingly energy efficient thanks to the emphasis we place on environmental considerations during the design phase.

**FM3 Family of 32-bit ARM® Core Microcontrollers MB9A150R Series**

These 32-bit, general-purpose microcontrollers have the ARM® Cortex™-M3 as their CPU core. Encompassing some 500 products, the FM3 family lineup is among the best in the industry for applications ranging from household appliances to mobile devices. The MB9A150R Series is a particular standout. Operating at low voltages, this energy-efficient model is ideal for achieving low power consumption in consumer electronics.

**FerVID Family® of FRAM-embedded Chips for High-frequency RFID Tags MB89R112**

These chips for high-frequency RFID tags are embedded with ferro-electric memory (FRAM) for storage. The MB89R112 has an industry-leading 9 kilobytes of FRAM. This size is ideal for applications requiring large memory capacity, such as production management for automobiles and electrical products, and maintenance applications in fields such as passenger aircraft, roadways, construction and civil engineering. Connections to microcontrollers and sensors enable these RFID tags to meet various needs. For example, operating parameters can be managed remotely and logs can be recorded to identify movements and the scope of distribution.

**MB86E631 Interface Bridge SoC Incorporating 10 Different Interfaces**

Powered by an ARM® Cortex™-A9 dual-core processor as the CPU core, this product features a total of 10 interfaces on a single chip, including USB 2.0/3.0, Serial ATA, PCI Express, Ethernet MAC, and TS. Not only is the product optimized for use with a transcoder LSI in Wi-Fi TV tuner SoC applications, but it can also be employed as a CPU for interface control in multi-tuner devices and other applications in which control of multiple interfaces is required.
Helping to create a more prosperous society by working with our customer as an ICT partner.

Implementing Cloud Services to Help This Pub and Restaurant Chain Boost Operational Efficiency

Mitchells & Butlers is a leading restaurant and pub operator with 1,600 outlets in the UK. The company devised a plan for a renewed ICT system to drive efficiencies in its business and create a platform to develop new guest-focused services, while reducing costs.

Fujitsu implemented this project in two phases. The first phase involved the delivery of a superfast broadband network to each of the company’s business sites, including Wide Area Network (WAN) services supporting individual outlet needs, access to central applications, point of sale (POS) terminals to take payments, and Ethernet for offices. The consumer-based services also include a wired and wireless Local Area Network (LAN). The second phase was the migration of old, inefficient applications to a new private cloud environment hosted by Fujitsu. As anticipated, business continuity was maintained during the transition project.

Development of New Systems for Managing Delivery Services that Respond to Market Needs

Australia Post delivers more than 5 billion items to 10.9 million addresses across Australia each year. It also boasts the country’s largest retail network, with 4,400 outlets nationwide. Fujitsu has enjoyed a long-term relationship with Australia Post spanning more than 20 years of support for the company’s systems. Today, along with supporting mission-critical systems, Fujitsu is developing new systems aligned with market needs. Fujitsu is also assisting Australia Post with initiatives in new technology areas, such as digital media in new-look retail superstores as well as e-commerce systems within Australia Post’s new delivery models.
Helping to create a more prosperous society by working with our customers as an ICT partner.

Backing up medical data to improve healthcare offerings during disasters

The National Hospital Organization’s Nagasaki Medical Center is the largest top-tier, comprehensive medical facility in Japan’s Nagasaki Prefecture, with approximately 12,800 inpatients annually and some 800 outpatient visits per day. The center has actively used ICT to improve the quality of medical care. Among other initiatives, the center uses electronic medical records and is part of a network of regional medical facilities that collaborate with clinics and other medical facilities in the area.

To ensure medical treatment can continue even in the event of a disaster, the center recently began using Fujitsu’s HumanBridge Business Continuity Plan (BCP) Solution. As a disaster-readiness measure, a backup system was also implemented at a Fujitsu data center. In the event that all clinical data at the hospital is lost, this system allows for continuing treatment by referencing the backed-up data via secure internet connections from other medical facilities and evacuation centers. These clinical records can also be updated using the system’s memo function, allowing the electronic medical records system to serve as a reference point for medical treatment during disasters.

Fujitsu is committed to promoting ICT to enable regional medical collaboration and the provision of advanced medical care.

Providing Major ICT Infrastructure to Support the State’s Largest Health Insurer

Blue Cross and Blue Shield of North Carolina (BCBSNC) is the largest health insurer in the US state of North Carolina, providing innovative health care products, services and information to more than 3.6 million members. For over 78 years, BCBSNC has served its customers by offering health insurance at a competitive price and has served the people of North Carolina through support of community organizations, programs and events that promote good health.

In December 2011, Fujitsu America, Inc. (FAI) signed a major agreement with BCBSNC, under which FAI purchased the BCBSNC data center and is providing a variety of ICT infrastructure services to BCBSNC. The agreement covers the ownership, management and support of various technology systems and functions—such as mainframe computers, servers, desktop PCs, telephone systems, networks and security.

Back up medical data to improve healthcare offerings during disasters.

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Fujitsu is committed to promoting ICT to enable regional medical collaboration and the provision of advanced medical care.
Fujitsu is creating technologies that will support future generations, with the aim of bringing about a prosperous and visionary future.

**Our Mission in R&D**

- Create and accumulate advanced technologies
- Extend our value chain globally
- Foster the creation of new business
- Fulfill our social responsibilities

**Technology for Spatiotemporal Data Processing to Search Areas of Interest Quickly and Precisely**

Fujitsu has developed a technology for identifying when and where a searched-for activity—for example, high demand for taxis or for electricity—is most likely to occur. These areas are identified from massive positional data generated by GPS and other sensors.

This new technology enables real-time monitoring of positional data from people and vehicles. It has tremendous potential for use in the dispatch of taxis and delivery vehicles, the efficient supply of electricity based on demand, and support for marketing based on real-time and accurate trading area analysis.

**World’s First Next-Generation Server that Simultaneously Delivers High Performance and Flexibility**

The increasing diversity of cloud services has created a need for systems that can be tailored flexibly to suit the service.

Fujitsu has developed a resource pool architecture in which hardware components, such as CPUs and HDDs, are pre-configured and linked together with high-speed interconnects. This has enabled the development of a next-generation server prototype that simultaneously delivers high performance and flexibility. The new architecture allows flexible configuration of systems at all times.

**Distributed Parallel Complex Event Processing Technology that Enables Analysis of Big Data**

Effective use of big data requires an ever-increasing volume of time-series data to be analyzed continuously in real time.

Fujitsu has developed the world’s first distributed parallel complex event processing technology designed for use with cloud technology. This research was supported in part by Japan’s Ministry of Economy, Trade and Industry’s Project for the Program to develop and demonstrate basic technology for next-generation high-reliability, energy-saving IT equipment for fiscal years 2010 and 2011. This new technology enables greater segmentation during processing. When the volume of data increases, the load can be allocated across more servers, while a decrease in data volume conversely sees processing concentrated among fewer servers.

**Anti-Distortion Technology that Cuts Energy Use of Compensation Circuits for Ultra-Fast Optical Fiber Transmission Systems**

Fujitsu has developed a digital signal processing algorithm to compensate for waveform distortion in long-haul transmission systems exceeding several hundred kilometers. This has enabled an approximate 20-fold improvement in compensation ability based on circuit size compared with conventional technology, thereby extending the long-haul operating range of optical signals. The technology eliminates the need for signal regenerators in networks linking data centers, paving the way for ultra-fast, long-haul transmission systems that are low-cost and energy-efficient.

**Shared Use of the K computer from September 2012**

Countless cutting-edge technologies were fused in the “K computer” supercomputer, jointly developed by RIKEN* and Fujitsu in pursuit of high performance and exceptional reliability. By taking a quantum leap in simulation accuracy and processing speed, world leading research achievements are expected in a wide range of computational science fields.

*RIKEN is Japan’s flagship research institute devoted to basic and applied research.*
With the market for smartphones expanding, and to address the growing desire among seniors to use a smartphone, Fujitsu together with NTT DOCOMO developed the Raku-Raku Smartphone for launch in the summer of 2012. While retaining the user-friendly functions featured in the Raku-Raku Phone handset series, Fujitsu re-engineered the hardware and all aspects of the user interface from the ground up, and made the new Raku-Raku Smartphone easy to use, even by first time smartphone customers.

For example, the smart phone has essential features such as an error-resistant touch panel. The goal in developing this panel was to eliminate the “smooth-touch only” interface by way of an innovative mechanism that delivers the tactile feel and precision of hard buttons, with fingertip vibrations used to signal that the desired input is complete. To further enhance user friendliness, the phone was also equipped with an accidental touch support function to prevent input errors.

Fujitsu then sought to equip the Raku-Raku Smartphone with a host of functions, applications and services to help make the daily lives of users more enjoyable. For instance, it has a high-performance 8.1 megapixel camera, operated via an array of convenient buttons. This enables users to take captivating photos that they can email immediately, all at the push of a button. The device also comes with a variety of pre-installed applications available for immediate use. These include popular pedometer and health management-related applications, a radio, maps, games and more. Another offering is Raku-Raku Community; a site providing valuable opportunities for Raku-Raku Smartphone owners to share photos and comments with one another and discover common hobbies and topics of interest. Raku-Raku Community is monitored 24 hours a day by Fujitsu staff to ensure a service that seniors can enjoy with peace of mind.

This is one example of how Fujitsu strives to continually provide human-centric ICT by optimally leveraging its ability to offer one-stop solutions covering everything from hardware and software, to content and services.
We efficiently acquire, maintain, and use our intellectual property, which is a key corporate asset.

**Intellectual Property Strategy**

Fujitsu is implementing an intellectual property strategy closely integrated with its business, R&D and standardization strategies, and in line with its management strategy. To this end, Fujitsu conducts multifaceted analysis of intellectual property issues from the early stages of business activities. These analyses form the basis of various intellectual property initiatives. By implementing intellectual property strategies, Fujitsu strives to maximize the value of intellectual property throughout the Group.

**Positioning of Intellectual Property Strategy**

![Positioning of Intellectual Property Strategy](image)

**Patents Issued in Japan in 2011**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Patents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Panasonic Corporation</td>
<td>6,812</td>
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<tr>
<td>2</td>
<td>TOYOTA MOTOR CORPORATION</td>
<td>5,011</td>
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<tr>
<td>3</td>
<td>Sony Corporation</td>
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<td>4</td>
<td>Canon Inc.</td>
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<td>5</td>
<td>TOSHIBA CORPORATION</td>
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<td>6</td>
<td>Mitsubishi Electric Corporation</td>
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<tr>
<td>7</td>
<td>Ricoh Company, Ltd.</td>
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<tr>
<td>8</td>
<td>Honda Motor Co., Ltd.</td>
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<td>9</td>
<td>Seiko Epson Corporation</td>
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<td>10</td>
<td>Sharp Corporation</td>
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<tr>
<td>11</td>
<td>DENSO CORPORATION</td>
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<td>12</td>
<td><strong>Fujitsu Limited</strong></td>
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<td>13</td>
<td>Fuji Xerox Co., Ltd.</td>
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<td>14</td>
<td>Hitachi, Ltd.</td>
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<td>20</td>
<td>Brother Industries, Ltd.</td>
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</table>

Fujitsu survey based on Japan Patent Office data (Number of issued patents).

The number of patents granted to Fujitsu Group companies other than Fujitsu Limited is 1,337 (24 companies).

Total Fujitsu Group patents: 4,239

**Patents Issued in US in 2011**

<table>
<thead>
<tr>
<th>Rank</th>
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<th>Patents</th>
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<tbody>
<tr>
<td>1</td>
<td>IBM Corporation</td>
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<td>2</td>
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<td>3</td>
<td>Canon Inc.</td>
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<td>5</td>
<td>TOSHIBA CORPORATION</td>
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<td>Microsoft Corporation</td>
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<td>7</td>
<td>Sony Corporation</td>
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<td>8</td>
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<td>9</td>
<td>Hon Hai Precision Industry Co., Ltd.</td>
<td>1,514</td>
</tr>
<tr>
<td>10</td>
<td>Hitachi, Ltd.</td>
<td>1,465</td>
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<td>11</td>
<td>General Electric Company</td>
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<td>12</td>
<td>LG Electronics, Inc.</td>
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<td>13</td>
<td><strong>Fujitsu Limited</strong></td>
<td>1,391</td>
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<td>14</td>
<td>Hewlett-Packard Development Company, LP</td>
<td>1,308</td>
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<td>15</td>
<td>Ricoh Company, Ltd.</td>
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<td>Intel Corporation</td>
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<td>GM Global Technology</td>
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<tr>
<td>20</td>
<td>Honda Motor Co., Ltd.</td>
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</table>

Source: IFI CLAIMS Patent Services (Number of issued patents).

The number of patents granted to Fujitsu Group companies other than Fujitsu Limited is 616 (13 companies).

Total Fujitsu Group patents: 2,007

**Mobile Phone Voice Technology**

There has long been a need for mobile phones with clear audio output, regardless of the speaker’s vocal characteristics or the surrounding environment. Fujitsu has developed new technologies including noise suppression that reduces the interfering sounds in the speaker’s voice that reduce clarity, such as sibilants; clear voice that makes the speaker’s voice easier to hear by adjusting for ambient noise; and slow voice technology that slows the speaker’s voice without changing its pitch.

The intellectual property and development divisions worked collaboratively to develop the technology before preparing and submitting approximately 50 comprehensive patent applications in Japan and elsewhere.

In 2012, Fujitsu’s voice technologies were awarded the Commendation for Science and Technology by the Minister of Education, Culture, Sports, Science and Technology (Prize for Science and Technology in the Development Category). Our noise suppression methodology for clearer mobile phone communications (Japanese Patent No. 4520732) received the Kanto Local Commendation for Invention and the Japan Patent Attorneys Association’s President’s Encouragement Award, sponsored by the Japanese Institute of Invention and Innovation in 2011.

**Fujitsu Filings and Registered Patents by Business Segment**

- Technology Solutions: 50%
- Ubiquitous Solutions: 11%
- Device Solutions: 22%
- Shared Infrastructure & New Fields: 37%

Total Fujitsu Group patents: 97,000 (as of March 31, 2012)

**Fujitsu Filings and Registered Patents by Geographic Region**

- Japan: 46%
- North America: 26%
- Europe: 16%
- Asia/Oceania: 12%

Total Fujitsu Group patents: 97,000 (as of March 31, 2012)
As a global citizen, Fujitsu is involved in a range of activities designed to meet the demands and expectations of its stakeholders, as well as contribute to sustainable progress for the planet and for society.

In Touch with Global and Local Communities

Japan

Public Screening of J. League Division 1 Matches Using Two-Way Communications

Kawasaki Frontale Co., Ltd., the company behind the J. League Division 1 soccer team that bears its name, made it possible for fans in Rikuzentakata City, which suffered enormous damage in the Great East Japan Earthquake of March 2011, to join in a public screening of the team’s 2012 season opener against Albirex Niigata. This two-way participation using Fujitsu’s video transmission technology was a first for a J. League stadium, allowing children from the affected area to join the crowd at the stadium—supporting the team from their virtual seats 400 kilometers away.

Japan

Family Robotics Workshop for Children Recovering from Disaster

Fujitsu Computer Technologies Limited, in cooperation with the Iwate Prefectural Office, is hosting a series of Family Robotics Workshops as a disaster-recovery support initiative. The concept behind the activity is to let children affected by the March 2011 earthquake/tsunami disaster, experience the joy of building something with their own hands. Support is given for every aspect of the firsthand creative process, from the assembly of a robot specially designed for the workshop through to the computer programming that controls the robot’s movement. The Fujitsu Group will continue holding the workshops on a monthly basis to provide a unique diversion for those affected by the disaster.

UK

Commitment to CSR Through Business in the Community (BITC*)

Fujitsu UK & Ireland has been involved with the Business Connectors program since its inception in 2011, and has developed a specifically designed social networking platform called BITC Connect that is hosted in the Fujitsu Cloud. This program aims to increase the positive impact of business in local communities and to solve social issues in the UK by harnessing expertise from business. The aim is to use cloud technology to create a nationwide network of Business Connectors over a five-year period in 160 areas of need across the UK.

Australia

Volunteer Activities for a Family Support Organization

In November 2011, employees from the Perth office of Fujitsu Australia and New Zealand joined in volunteer activities hosted by family support organization CLAN Midland. The volunteers produced models of a child’s brain that were later given to new mothers from lower income communities. The models were a teaching aid to help those mothers learn how much the brain grows from birth to age three, and to have them understand the importance of play and music in developing the brain.

*BITC is a business-led charity, whose president is His Royal Highness the Prince of Wales, and its role is to encourage and promote responsible business practices in the UK among its 850 member organizations. It asks the members to work together to transform communities by tackling issues where business can make a difference, and offers practical support to help them to integrate responsible business practices. Fujitsu UK & Ireland has been a member of BITC since 1999.
Local Community Involvement Through Links with Many Groups
The Fujitsu Group sponsors a variety of sporting events in Japan. These include the Fujitsu Ladies Golf Tournament and the Izumo All Japan University Ekiden, one of the big three collegiate road relay races in Japan. Fujitsu also supports the Japan Science & Engineering Challenge, which aims to encourage high school students to become involved in the fields of science and technology, and the YMCA International Charity Runs, which support educational opportunities for children facing challenges. Other Fujitsu-sponsored events include the Fujitsu Cup Masters Tournament, the only Japanese chess (shogi) tournament of its kind for seniors, and sponsorship of the Fujitsu Concert Series and similar cultural events. Through its wide-ranging sponsorship, Fujitsu is committed to promoting interaction with customers in both the local and international communities.

Supporting the Drive to Meet Challenges Through Sport
The Fujitsu Group is committed to inspiring people by encouraging participation in sport. Not only does this improve athletic ability but it also contributes to the development of various sports. Guided by the slogan “Fostering athletes who can compete globally,” the Fujitsu Track and Field Team has long been a leader in Japanese athletics circles, sending numerous representatives to the Olympics and other international athletic competitions. Fujitsu’s women’s basketball team, RedWave, is a perennial leader in Japan’s top women’s basketball league, while Fujitsu’s American football team, the Frontiers, is a three-time winner of the prestigious Pearl Bowl. As these examples show, Fujitsu’s championship teams have a reputation for outstanding performance.

Providing More People with Intuitive, User-friendly Products
The Fujitsu Group develops and markets products and services that facilitate greater social inclusion by being easy for everyone to use, irrespective of gender, age, or disability; level of ICT experience; and educational background.
Geothermal Heat Extraction System at the Nagano Plant
As part of global warming prevention efforts, the Fujitsu Group actively promotes the use of renewable energy, such as solar power, and has deployed its first geothermal heat extraction system at its Nagano Plant. In this system, water is passed through heat extraction pipes buried in the ground to capture geothermal heat. The water is carried to a heat pump that produces hot water, which is supplied to an air-conditioning system that operates 24 hours a day in a clean room. Compared to conventional equipment, this system is projected to reduce annual fuel consumption by roughly 47 kiloliters (crude oil equivalent), and CO₂ emissions by about 120 tons.

Promoting Conservation of Biodiversity through ICT
Conserving biodiversity has become a major global issue and the Fujitsu Group is involved in efforts to conserve biodiversity through ICT. For example, in cooperation with the Wild Bird Society of Japan, Fujitsu took part in a project in the village of Tsurui in the northernmost island of Hokkaido to protect Japanese cranes through remote monitoring studies. Because of deep snow in the area, it is difficult to dispatch researchers to directly observe the cranes' feeding grounds. The installation of multi-sensing units by Fujitsu allows images from the sites to be captured every 10 minutes and then transmitted to a nature center. This innovation has revealed that individual feeding sites are used by multiple flocks of cranes, rather than exclusively by one flock as was previously thought.

Environmental Activities

Advanced Environmental Monitoring at an Industrial Estate in Thailand
As part of a NEDO* collaborative research project promoted at the request of the Government of Thailand, Fujitsu has launched a range of initiatives. These measures will culminate in the development of an environmental monitoring system, support for research into predictive modeling of volatile organic compound diffusion, and training for engineers at the Map Ta Phut industrial estate, which is home to Thailand’s largest petrochemical complex.

Developed specifically to collect, monitor and analyze data on environmental pollutants, this system aims to prevent air pollution, as well as to alleviate adverse health effects caused by pollution; even if the trend toward industrial urbanization gains further momentum.

* NEDO: New Energy and Industrial Technology Development Organization of Japan

Cutting ATM Power Usage through a Default Eco-Mode
The new FACT-V X200 automated teller machine uses about 40% less power* than earlier models. When idle for a specified period, FACT-V X200 automatically shuts down to reduce standby power consumption by around 75%*.

This Super Green product was designed with the environment in mind, using recycled plastic and plant-based resin for some of its parts and aiming for a higher product recycling rate. It also offers much better operability with a next-generation currency unit that delivers best-in-Japan currency capacity for notes, compatibility with diverse operating systems, and a highly reliable design.

* Compared with Fujitsu's earlier models FACT-V and FACT-V model 10
Profile

Company Name: Fujitsu Limited
Corporate Headquarters: Shiodome City Center, 1-5-2 Higashi-Shimbashi, Minato-ku, Tokyo 105-7123, Japan
Telephone: +81-3-6252-2220
Established: June 20, 1935
Main Business Activities: Manufacture and sale of communications systems, information processing systems, and electronic devices, and the provision of services related to those products
Capital: ¥324,625,075,685 (as at March 31, 2012)
Employees: Consolidated: 173,155 Unconsolidated: 24,906 (as at March 31, 2012)
Consolidated Subsidiaries: 538 companies (as at March 31, 2012)

Management (As at June 25, 2012)

DIRECTORS
- Chairman: Michiyoshi Mazuka
- President: Masami Yamamoto
- Corporate Senior Executive Vice Presidents: Masami Fujita, Hideyuki Saso, Kenji Ikekai
- Corporate Executive Vice Presidents: Kazuhiko Kato, Masahiro Koizumi, Hiroshi Oura, Haruo Ito, Yoko Ishikura, Takashi Okimoto, Shotaro Yachi

AUDITORS
- Statutory Auditors: Masamichi Ogura, Yoshikazu Amano, Akihiko Murakami, Megumi Yamamuro, Hiroshi Mitan
- Auditors: Megumi Yamamuro, Hiroshi Mitan

CORPORATE EXECUTIVE OFFICERS
- President: Masami Yamamoto
- Corporate Senior Executive Vice Presidents: Masami Fujita, Hideyuki Saso, Kenji Ikekai
- Corporate Executive Vice Presidents: Kazuhiko Kato, Masahiro Koizumi, Hirokazu Uejima, Tsuneo Kawatsuma, Masaaki Hamaba, Akira Yamanaka, Bunmei Shimojima, Takashi Mori, Norihiko Taniguchi, Chikafumi Urakawa, Noriyuki Toyoki, Nobuo Otani, Rod Vawdrey, Yoshikazu Kudoh, Kazuhiro Igarashi, Yoshihiko Hanada

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- Corporate Vice Presidents: Takashi Yagi, Takanori Katayama, Hiroyuki Gouda, Yutaka Abe, Tamotsu Inoue, Shinichi Koizumi, Mitsutoshi Hirono, Akira Kabemoto, Kuniaki Saito, Mitsuya Yasui, Hiroyasu Takeda, Hidehiro Tsukano, Sanya Uehara, Hiroyuki Ono, Takashi Yamada, Takato Noda, Hiromu Kawakami, Kiyoshi Handa, Kazuhiro Ogawa, Yoshiki Kondou, Motoyuki Ozawa, Tango Matsumoto, Tatsuya Tanaka, Atsuo Yatagai, Kazuo Imada, Toshiharu Kitaoka, Hiroaki Kondo, Shingo Kagawa, Hidenori Furuta, Katsumi Takada
History of Fujitsu

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>1935</td>
<td>Fujitsu Manufacturing Corporation established as a manufacturer of communications equipment</td>
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<tr>
<td>1949</td>
<td>Lists new company stock on the newly reopened Tokyo Stock Exchange</td>
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<tr>
<td>1954</td>
<td>Completes FACOM 100, Japan's first relay-type, electronic computer</td>
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<tr>
<td>1962</td>
<td>Establishes Fujitsu Laboratories</td>
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<tr>
<td>1967</td>
<td>Formally changes Japanese name to Fujitsu Kabushiki Kaisha (Fujitsu Limited)</td>
</tr>
<tr>
<td>1972</td>
<td>Establishes Japan America Institute of Management Science (JAIMS)*</td>
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<tr>
<td>1974</td>
<td>Invests in Amdahl Corporation (U.S.)</td>
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<tr>
<td>1979</td>
<td>Unveils FACOM M series of mainframe computers</td>
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<tr>
<td>1980</td>
<td>Announces Japanese Processing Extended Features (JEF) code, making it possible to process Japanese kanji characters</td>
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<tr>
<td>1981</td>
<td>Introduces Fujitsu's first Japanese-language word processor, OASYS 100</td>
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<tr>
<td>1990</td>
<td>Takes 80% stake in UK-based International Computers Limited (ICL)</td>
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<tr>
<td>1992</td>
<td>Unveils PROPOSE, an integrated service framework for information and communication systems</td>
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<tr>
<td>1993</td>
<td>Introduces FMV Series of personal computers based on AT-compatible architecture</td>
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<tr>
<td>1995</td>
<td>Introduces new CS8000 series, a global server employing the world's fastest CMOS general-purpose processor and parallel processing technology</td>
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<td>1995</td>
<td>Commercializes the world's first 42-inch color plasma display panel (PDP)</td>
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<td>1996</td>
<td>Opens the Tatebayashi System Center as a base for outsourcing services</td>
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<tr>
<td>1997</td>
<td>Establishes SOLUTIONVISION, a new business architecture featuring network computing solutions</td>
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<td>1998</td>
<td>UK-based ICL becomes a wholly owned subsidiary</td>
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<td>1999</td>
<td>Receives external certification for environmental accounting, a first in Japan</td>
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<td>1999</td>
<td>Merges Fujitsu's InfoWeb internet service with the NIFTY-serve online information service to form the @nifty internet service provider</td>
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<tr>
<td>2000</td>
<td>Aligns PRIMEENERGY IA server brand with PRIMEPOWER UNIX server brand</td>
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<tr>
<td>2001</td>
<td>Strengthens initiatives in the area of broadband internet</td>
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<td>2002</td>
<td>Establishes the &quot;TRIOLE&quot; platform-integration strategy</td>
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<tr>
<td>2002</td>
<td>Aligns the services business in Europe and North America to establish Fujitsu Services Holding PLC and Fujitsu Consulting Holdings, Inc.</td>
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<tr>
<td>2002</td>
<td>Becomes the world's first manufacturer to use biodegradable plastic in notebook computers</td>
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<td>2003</td>
<td>Reaches agreement on a strategic collaboration to develop mission-critical enterprise servers with Intel Corporation</td>
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<tr>
<td>2003</td>
<td>Opens Fujitsu Solution Square, the company’s strategic center for its solutions business</td>
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<tr>
<td>2004</td>
<td>Expands strategic global alliances, forming partnerships with Sun Microsystems, Inc., SAP AG, Microsoft Corp., and Cisco Systems, Inc.</td>
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<tr>
<td>2005</td>
<td>Releases PRIMEQUEST, the world's most powerful mission-critical IA server</td>
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<tr>
<td>2005</td>
<td>Launches the PalmSecure contactless palm vein authentication equipment business worldwide</td>
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<tr>
<td>2005</td>
<td>Concludes a global technology partnership agreement with U.S.-based Electronic Data Systems Inc. (EDS)</td>
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<tr>
<td>2007</td>
<td>Releases the Solaris/SPARC server, achieving new standards in speed and reliability in open systems</td>
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<tr>
<td>2008</td>
<td>Spins off the LSI business to establish Fujitsu Microelectronics Limited</td>
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<tr>
<td>2009</td>
<td>Converts Fujitsu Siemens Computers GmbH into a wholly owned subsidiary to establish Fujitsu Technology Solutions (Holding) B.V.</td>
</tr>
<tr>
<td>2010</td>
<td>Opens Fujitsu Trusted Cloud Square, a facility for testing cloud computing systems</td>
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<tr>
<td>2011</td>
<td>The K computer achieves the world's top-ranked processing speed for two consecutive periods (TOP500 list in June and November 2011)</td>
</tr>
<tr>
<td>2011</td>
<td>Launches PRIMEHPC FX10, a supercomputer that scales up to 23.2 petaflops and developed based on the technology employed in the K computer</td>
</tr>
</tbody>
</table>

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- Company names have been abbreviated in the Customer Solution Profiles shown in this report.
- The content and data shown in this report are correct as at October 24, 2012.
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