Fujitsu Laboratories’ R&D Strategies

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FUJITSU LABORATORIES LTD.
Our Global R&D Laboratory Model for the 21st Century

21st Century Fujitsu Laboratories

Science
Einstein...
Atomic Energy,
Moon Landing

Engineering
Edison, Bell...
Light Bulb,
Telephone

Business Model
i-mode, Google,
iTunes Music Store

CSR
(Corporate Social Responsibility)
Environment, Compliance,
Quality of Life

Integration
(Semiconductors,
Information Revolution)

Market Creation
Global Networks

Partnerships

A Rewarding Networked Society that Fulfills People’s Dreams

- i-mode is a registered trademark of NTT DoCoMo, Inc.
- Google is a registered trademark of Google Inc.
- iTunes is a registered trademark of Apple Computer, Inc. in the United States and other countries.
Enabling a human-centric networked society

By linking everything together, we generate value, realizing a human-centric networked society that delivers inspiration, discovery, reliability and growth.
Through eco-friendly and secure information and communications technologies that are all-encompassing and ubiquitously deployed (“available like air”), Fujitsu supports a human-centric networked society that is reliable and has superior growth prospects.

Inspiration
Fujitsu seeks to bring about a society that delivers unprecedented levels of happiness and inspiration, by mobilizing information and communication technologies to assist people, such as when the elderly or children need help, or when advice or guidance is sought in a work environment.

Discovery
By drawing together large volumes of real-world data to analyze and visualize complex situations, Fujitsu seeks to provide people with the data that will enable the realization of an environmentally-sustainable society that is comfortable to live in.

Reliability and Growth

Areas of Focus
- Inspiration
- Discovery
- Reliability and Growth
- Services & Solution Platform
- Networks
- Ubiquitous Computing
- Security, Core Technologies, Eco-friendly
Capital: 5 billion yen
Budget: 35 billion yen
Employees: 1,300 in Japan
200 at overseas labs (US, China, Europe)
R&D Policies and Enhancement Measures for Fiscal 2009

Strategically bolstering Fujitsu’s business base while looking to the future

Fujitsu Group

Driving medium- to long-term growth based on superior products and services

Fujitsu Laboratories

- Research contributing to future technology for core businesses
  - Linking IA servers with FTS, cloud computing, global expansion of LTE, differentiated device technology for systems
- R&D in ground-breaking fields, creation of new businesses
  - Human-centric computing, green technology, electronic paper, ITS
- “Technology Curator” and open innovation

FTS: Fujitsu Technology Solutions, LTE: Long Term Evolution, ITS: Intelligent Transport System
Linking IA Servers with FTS
- From a system-wide perspective, taking a top-down approach to developing technologies, emphasizing simplicity and energy savings
- For high-performance blade servers:
  → Virtualization, simplified operation, high-speed interconnects
- For large-scale data centers:
  → Pursue scale, energy saving, cost economies

Globally expand LTE Business
- Offer turn-key solutions
- Develop differentiated technology to support Fujitsu LTE
  → Conducted field test before competitors
- Standardization and intellectual property strategy for LTE-Advanced systems

Cloud Computing
- Develop core technologies to deliver virtual platforms for cloud computing business
- Differentiated technology for cloud computing market
  - Open, user-friendly development and operating environment
  - Scalable operation management technology for data centers

Platform Technology
- Offer one-stop differentiated technology for system devices
- Deploy high-performance IP platforms
  (Build functionality into software, uniform functions, high-speed/low power consumption design)
(*IP generally refers to intellectual property, but here it is used to refer to circuit blocks, firmware, middleware, etc. that enable system functions)
Human-Centric Computing

- Using sensors to transform real-world information into intelligence, and offering services that respond to people’s real situations
- Bring together the sensors, terminals, and services that serve as the basis for frontline-oriented services, and develop the key technologies for building out an ecosystem

Cloud Computing

- Collect information from individuals and frontlines
- Real-time awareness of situations
- Autonomous service offerings
- Human interface
- Create optimal value for individuals and frontlines
- Large volume of sensors

Agriculture Healthcare Environment Office

Green Technology

- Build ecological value chain
- Contribute to Green Policy 2020 as a core technology through Fujitsu Laboratories’ aggregate technology
- Create revolutionary advanced terminal technology focusing on energy saving through IT itself and by utilizing IT

Value chain

- Environmental contribution solutions
- Energy-efficient air-conditioning systems
- Distributed temperature measurement
- VM allocation optimization
- Energy saving for servers/Hydro-cooling
- Energy saving for LTE base stations
- Improving electrical amplifier efficiency
- Next-generation fiber optic processing technology
- High-efficiency features
- Network power saving
- System power saving
- Facility power saving
These presentation materials and other information on our meeting may contain forward-looking statements that are based on management’s current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Words such as “anticipates,” “believes,” “expects,” “estimates,” “intends,” “plans,” “projects,” and similar expressions which indicate future events and trends identify forward-looking statements. Actual results may differ materially from those projected or implied in the forward-looking statements due to, without limitation, the following factors:

- general economic and market conditions in the major geographic markets for Fujitsu’s services and products, which are the United States, EU, Japan and elsewhere in Asia, particularly as such conditions may effect customer spending;
- rapid technological change, fluctuations in customer demand and intensifying price competition in the IT, telecommunications, and microelectronics markets in which Fujitsu competes;
- Fujitsu’s ability to dispose of non-core businesses and related assets through strategic alliances and sales on commercially reasonable terms, and the effect of realization of losses which may result from such transactions;
- uncertainty as to Fujitsu’s access to, or protection for, certain intellectual property rights;
- uncertainty as to the performance of Fujitsu’s strategic business partners;
- declines in the market prices of Japanese and foreign equity securities held by Fujitsu which could cause Fujitsu to recognize significant losses in the value of its holdings and require Fujitsu to make significant additional contributions to its pension funds in order to make up shortfalls in minimum reserve requirements resulting from such declines;
- poor operating results, inability to access financing on commercially reasonable terms, insolvency or bankruptcy of Fujitsu’s customers, any of which factors could adversely affect or preclude these customers’ ability to timely pay accounts receivables owed to Fujitsu; and
- fluctuations in rates of exchange for the yen and other currencies in which Fujitsu makes significant sales or in which Fujitsu’s assets and liabilities are denominated, particularly between the yen and the British pound and U.S. dollar, respectively.
Supplementary Materials
Medium-Term Environmental Vision
“Green Policy 2020”

Green Policy 2020
The Fujitsu Group will meet the challenge of creating a prosperous low-carbon society.

3 Key Goals

1. Benefit our customers and society
   To reduce CO₂ emission in Japan by 30 million tons annually by 2020. Benefiting the reduction of greenhouse gas emissions (at the latest peak out by 2020 worldwide).

2. Pursue internal reforms
   To pursue world-class overall energy efficiency in all of our business areas (software and services, hardware, electronic devices, others).

3. Preserve biodiversity
   To address every area of the Leadership Declaration of the “Business and Biodiversity Initiative”, with specific initiatives underway before 2020.