

## Changing the Face of Vertical Transit Systems

**The skyline is changing. Urban structures are growing bigger and taller thereby demanding better vertical transit modes. Hitachi's Elevators, Escalators & Moving Sidewalks are helping people move comfortably & safely.**

Urban areas in India are expanding rapidly. Faced with lack of space and high density of population that is regularly supplanted with rapid influx, the urban skyline is thrusting its way more and more upward. The trend is setting forth new challenges for transit that need innovative, effective and enduring solutions at myriad levels - A growing necessity since this is altering the way people move within the high-rises that have become an urban reality.

To meet the growing new challenges smartly, the need for world-class elevators that have the required agility to transport faster, conducive to all age groups, adhering to all safety standards and meet requirements of a low-carbon-footprint society is on the upsurge.

Hitachi, a global pioneer in IT (Information Technology) X OT (Operational Technology) is at the forefront of India's urban revolution and fully equipped to meet the new challenge efficiently and innovatively.

A recognized leader in innovative and original technologies, Hitachi is transforming the vertical transit systems of Urban India.

Hitachi's ability to create designs and customize elevators befitting a building's specification is legendary. In India, responding to the need for smarter vertical transit systems, Hitachi Lift India Pvt. Ltd., a Hitachi group company is bringing forth this global standard in vertical transit system along with ease of installation, durability, safety and energy efficiency.

In today's world where energy conservation is at the core of society's sustainable development, the traditional hydraulic elevator of a three-story building guzzles a whopping 3,800 kWh<sup>(1)</sup> annually, Hitachi's Green Technology Elevators are equipped with Revolutionary 'Regenerative System' extensively contribute to decrease in power consumption. Thus, considering the rapid increase in the usage and growing installations, Hitachi elevators are helping conserve energy and reduce operational cost.

These highly efficient global standard elevators are widely known for their advanced safety and comfort features too, making them a preferred choice for customers from all age groups. Their ease of installation and ability to optimize space are distinctive features and a need of the hour for smarter and efficient urban spaces at a time when real estate in urban areas is becoming expensive and scarce.

Backed by robust R&D, Hitachi offers a broad range of elevators that includes high speed & large capacity elevators, home

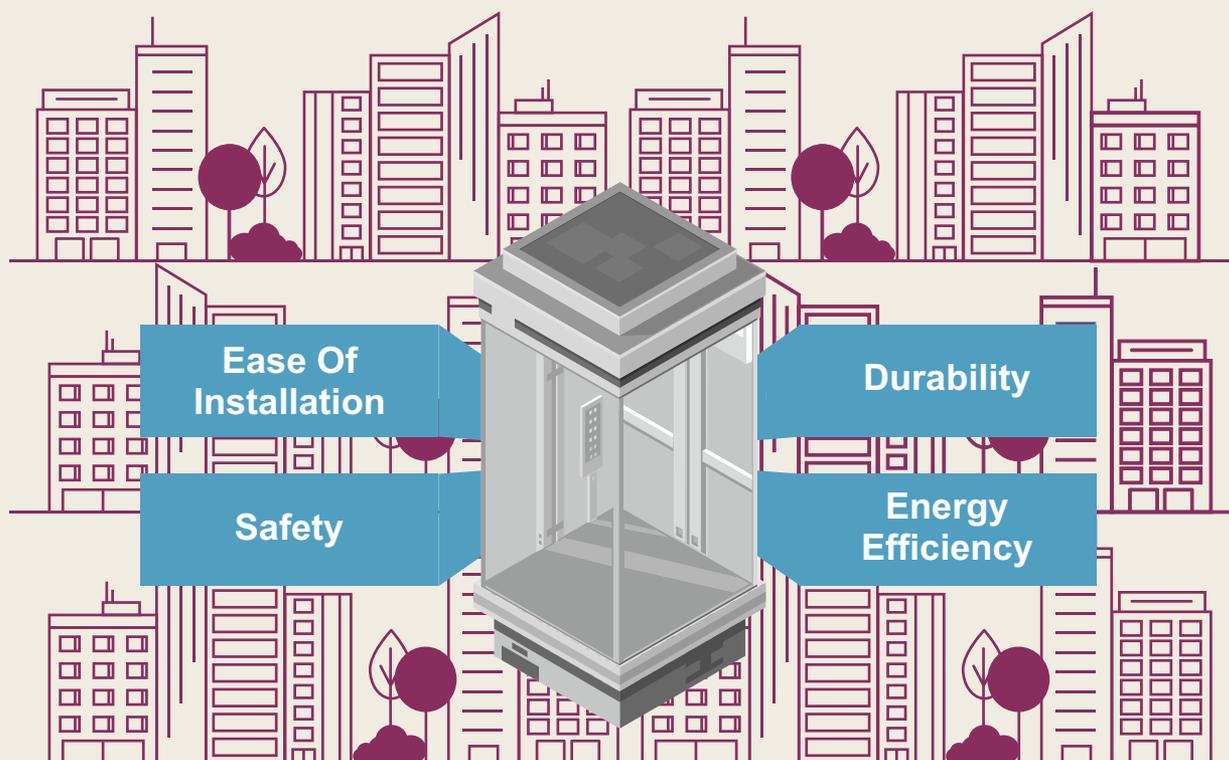


elevators and machine-room-less elevators that have set new standards for speed, passenger safety, energy savings and durability.

Hitachi achieved a world record-breaking\* speed of 1,260 m per minute (75.6 km per hour)<sup>(2)</sup> at ultra-tall complex building, in Guangzhou province of Republic of China.

Thus, by creating efficient Vertical Transit Systems for customers specific to their

needs and that of the end-user, Hitachi is leading Social Innovation in urban transit systems in the present and in the future for generations to come.



Source -

(1) <https://oa.mo.gov/facilities/bright-ideas-team-bit/small-steps-make-big-difference>

(2) <http://www.hitachi.com/businesses/elevator/special/1260/>

\* As of November 2017, according to Hitachi research



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