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OKI's Efforts toward the Realization of a Low Carbon Society

Serving the Prevention of Global Warming through the Reduction of Carbon Dioxide (CO₂) Emitted in the Process of Business Activities and the Promotion of Green IT

Toward the Realization of a Low Carbon Society

Global warming is a common issue for all of humanity. In the face of growing concerns over the issue, there have been active discussions for reaching a global agreement on a long-term goal of "halving greenhouse gas emissions by 2050". Understanding that existing social systems need to be changed to achieve this goal, more and more people are becoming interested in the realization of a "low carbon society."

In Japan, the Action Plan for Achieving a Low-carbon Society was endorsed by the Cabinet in July 2008. Targeted at reducing greenhouse gas emissions by 60% to 80%, the action plan specifies a framework to move the whole country toward the reduction of carbon dioxide by employing economic approaches, innovative technologies that show promise, and efforts to encourage people to change their business styles and lifestyles.

The OKI group believes that we can contribute to the realization of a low carbon society with our energy-saving technology and ubiquitous services. A disparate range of other technologies we have developed thus far also have a tremendous amount of

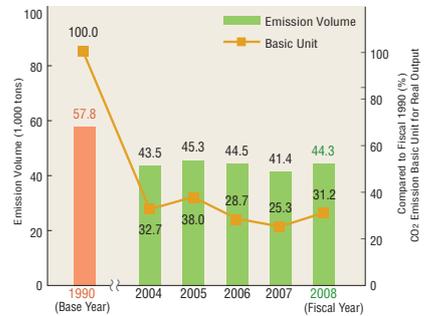
potential. Based on this understanding, we declared a global warming prevention policy in fiscal 2008 which focuses on making efforts in all aspects of our business activities in order to achieve our goal.

Restraining Carbon Dioxide(CO₂) Emitted from Business Activities to the Utmost Limits

First, the policy puts great importance on restraining greenhouse gases such as carbon dioxide (CO₂) emitted from our business activities to the utmost limits. The OKI Group has already started various activities to meet the target for the Kyoto Protocol first commitment period. We have also made a 68.8% improvement of the CO₂ basic unit by the real output*. It means that we have already achieved a goal set in the Voluntary Action Plan on Measures to Fight Global Warming of the Japanese electric and electronics industry, "improving the basic unit for CO₂ emissions with respect to real output in fiscal 2010 by 35% or more compared to that in fiscal 1990." Our other efforts include carbon offset activities through forestation (in Europe and Southeast Asia) and the adoption of uniforms with CO₂ emission credits (by OKI Data), let

alone appropriate responses to the revision of the Act on the Rational Use of Energy.

CO₂ Emissions (from Major Production Sites of the OKI Group)



* Basic unit for CO₂ emission with respect to real output: CO₂ emission / real output (real output = nominal output / Bank of Japan's Domestic Corporate Goods Price Index for electrical machinery and equipment with fiscal 1990 as the base year)

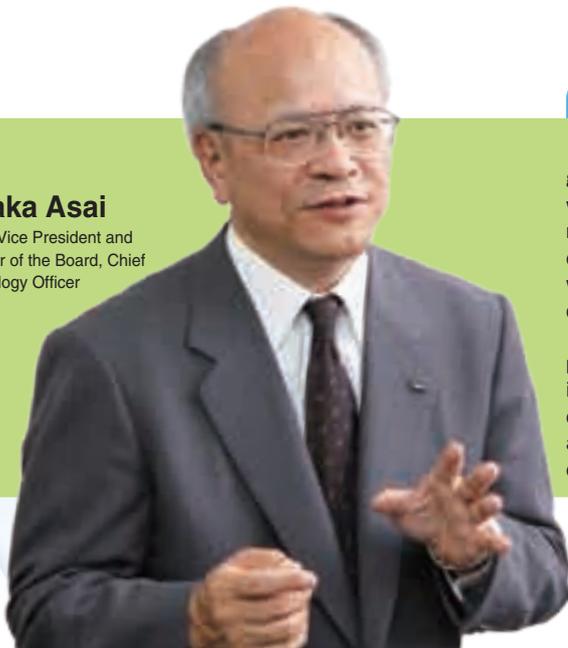
Active Promotion of Energy Conservation in Products

Secondly, the policy emphasizes the importance of promoting energy conservation in products and systems themselves as part of "green IT*." For example, we are keen to save electric power used for various products developed by the OKI Group such as automated teller machines (ATMs), IP

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Senior Vice President and Member of the Board, Chief Technology Officer



Commitment

In response to the growing concerns over climate changes, global warming and the shortage of natural resources on a worldwide level, the OKI Group regards "contribution to the realization of a low carbon society" as one of its main managerial challenges. We believe that the utilization of various technologies we have developed thus far and the further promotion of technical development for this challenge is part of our mission.

In addition to the development of new technologies and products that could help realize a low carbon society, we are also involved in a wide spectrum of efforts such as the establishment of systems for saving energy of business activities, carbon offset activities, environmentally-conscious approaches to and communication with customers.

telephone systems, power supply units and printers. More specifically, we conduct an environmental assessment for each product in the design phase by comparing it to its predecessors. In order to offer environmentally-conscious products to customers, we introduced the OKI Eco Product Certification Program in 2000. We are also very active in maintaining and promoting conformity with the International Energy Star Program, an international standard for energy conservation adopted by the U.S. Environmental Protection Agency and the Japanese Ministry of Economy, Trade and Industry.

Creation of Green IT Products

Third, the policy advocates the promotion of Green IT by utilizing information technology for saving energy. It is particularly expected that the OKI Group's new technologies will be utilized widely in the consumer and transportation sectors that have been fallen behind other sectors in energy conservation.

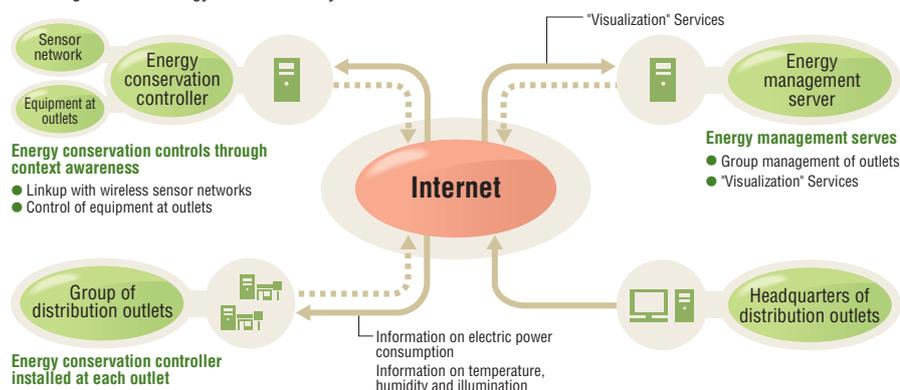
The OKI Group currently provides a number of products and solutions for moving

toward a low carbon society including Visual Nexus, a video conference system designed to reduce CO₂ emitted in conjunction with transportation (see page 34 hereof), and web sensing systems to measure and collect environmental data. We are also in the process of developing an energy conservation system for distribution outlets and ITS-related solutions to transportation issues.

The OKI Group's achievements in this field have been highly acclaimed and the Green IT Award was given for one of its efforts. We believe that Green IT is a sector with great potential for technological innovation. We will continue to develop new energy-saving products and services for various aspects of society, and contribute to the realization of a low carbon society.

* Green IT means the optimal, ecological use of information technology for improving global environment.

● Configuration of Energy Conservation System for Distribution Outlets



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Facility Management Team
General Affairs Division

Our team, as the secretariat of the Committee on Global Warming Prevention Promotion, has been involved in the implementation of global warming prevention measures focusing on energy conservation in business activities. Under the Act on the Partial Revision of the Act on the Rational Use of Energy promulgated in May 2008, energy consumption now has to be managed and controlled by each company, not by each factory or office. As a result, firms need to shift from energy management on a site-by-site basis to company-wide, integrated energy management. We will continue to implement carefully designed measures to improve energy efficiency in response to the revision of the act. Among them are the introduction of highly-efficient facilities, the improvement of the operation of existing facilities, and the visualization of energy consumption by small offices. We hope that such efforts will help achieve a better global environment as described in the OKI Group Environmental Policy.

Column

Green IT Award 2008 Judging Committee Special Award

In September 2008, the OKI Group received the Judging Committee Special Award of the Green IT Award, in the "energy saving in society through IT" category, for its energy conservation system for distribution outlets. The Green IT Award was founded by the Green IT Promotion Council in fiscal 2008 to promote the environmentally conscious use of information technology.

Developed based on the ZigBee wireless sensor network, the award-winning energy conservation system for distribution outlets allows the realtime energy-saving controls of lighting and air-conditioning systems at restaurants or convenience stores by collecting information on temperature and humidity (inside and

outside each restaurant or store) as well as power consumption. The system also sends such data to the headquarters of the restaurant or store and thus helps its managers implement an effective energy-saving plan. The demonstration experiment conducted in fiscal 2007 showed that the system was able to save energy by 5% or more at any store regardless of its size.

The award shows that the system's potential in fields other than the distribution industry has been highly regarded. The OKI Group will continue to make utmost efforts to develop and implement cutting-edge energy conservation management services.



Award Ceremony of "the Green IT Award 2008"