

[PRESS RELEASE]
 (Event)

**Exhibition of a Wearable Cooling Device
 CEATEC JAPAN 2018**

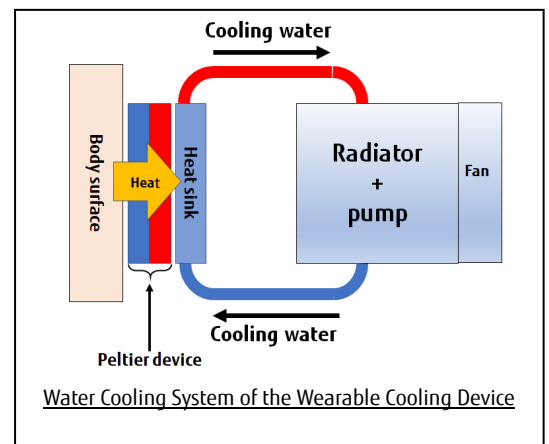
Fujitsu General will exhibit a prototype of a wearable cooling device that provides a feeling of coolness when worn and will introduce our initiative on the generation of safe water at CEATEC JAPAN 2018 which will be held from October 16 to 19.

[Exhibition Content]

(1) Wearable Cooling Device

The prototype we will exhibit employs a water cooling system to further enhance its cooling performance. Cooled down blood will circulate through your carotid artery when you use this device by hanging it around your neck. This reduces the temperature of your brain and your core temperature.

This device can be used in a wide range of situations to achieve comfort. For example, you can wear it while going outside or performing light work in the hot summer. It can also be used in places where it is difficult to adjust the air conditioning to suit your individual preferences (e.g., in an office).



We will offer personal experiences of this wearable cooling device in the venue of this event. In addition, we will also introduce the functions that we plan to equip it with in the future. These include the health management of the user by utilizing a network.

The “Being Innovative Group”^{*1} – a department dedicated to creating new value in our firm – is playing the leading role in working toward the commercialization of this wearable cooling device in cooperation with WIN Human Recorder Company Limited.^{*2}

(2) Initiative under the Theme of the Generation of Drinking Water

We will introduce our initiative aimed at providing safe and delicious water to people around the world under the theme of the global social issue of the water resource problem. This initiative was suggested in a company-wide new value creation project called “Ideathon”^{*3} implemented in our firm. We are currently studying the way to collect water from the air by applying the technologies we have cultivated in our air conditioners. We will collaborate outside our firm with the aim of commercialization in the future.

The slogan of Fujitsu General is “INNOVATION & GLOBALIZATION.” Under this slogan, we aim to deliver a wonderful tomorrow that doesn’t exist today to people around the world and to contribute to their lives and businesses. We will continue to take on the challenge of creating new value by proactively working on open innovation through collaboration with technologies and knowledge from outside our firm in the future.

[Overview]

- Period of the exhibition: October 16 (Tue) to 19 (Fri), 2018
- Venue: Makuhari Messe (2-1 Nakase, Mihama-ku, Chiba)
- Booth of Fujitsu General: Energy / Smart Life / Smart Work (Booth No. C028)
- Official website of CEATEC JAPAN: <http://www.ceatec.com/ja/>
- Fujitsu General exhibit information: <https://www.fujitsu-general.com/jp/event/ceatecjapan2018/index.html>

*1: Being Innovative Group:

Established in November 2016.

*2: WIN Human Recorder Company Limited:

Commercializes the human information sensing R&D results achieved by an R&D NPO called the "Advanced Institute of Wearable Environmental Information Networks (WIN)" and then returns them to society as commercial services

*3: Ideathon:

The activity started in July 2017.

Contact details

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