## **Introduction (About Lumada Showcase)**



Lumada Showcase is a collection of PR contents that can be used by all companies in the Hitachi Group and that brings together all sales promotion contents for Lumada-related services and products in the Hitachi Group.

### Create a presentation that converts potential customers into actual customers



Customers can quickly and easily see the Hitachi products and initiatives that suit their interests at the moments.

Customers can find out about the latest in Hitachi initiatives and merchandise.

Presenting with screen sharing

Asking questions and exchanging opinions as you watch the same contents online.

### Lumada Showcase

**Vision and concepts** 

Co-Creation use cases

**Solutions** 

**Videos and brochures** 

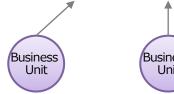
Hitachi Sales reps and SEs select suitable, customer-oriented content from Lumada Showcase.

Hitachi Sales rep. & SE

They are able to combine several pieces of content for the customer presentation.

Record customer feedback and leverage it in following sales promotion activities.

## Collecting and updating sales promotion contents from the whole Hitachi Group



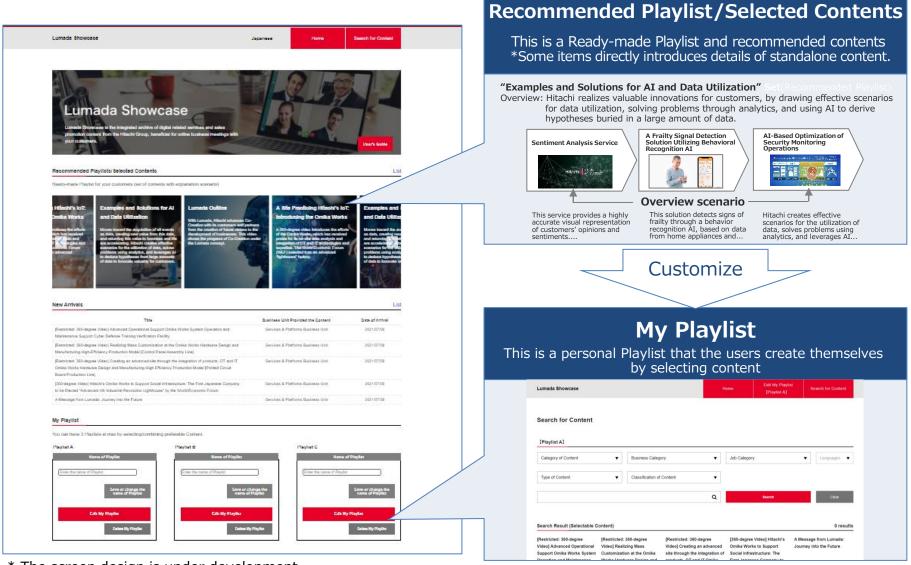




## **Introduction (characteristics of Lumada Showcase)**



Present contents registered in Playlists to customers through Teams® and other tools.

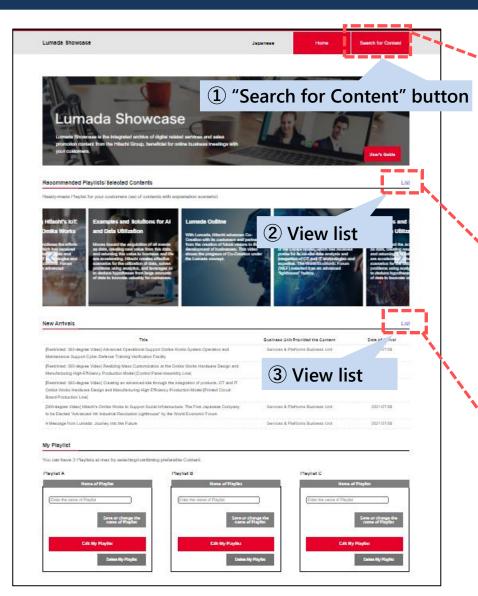


<sup>\*</sup> The screen design is under development

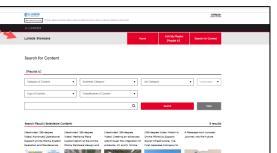
## **Introduction (Characteristics of Lumada Showcase)**



### You can search for necessary contents from play and content lists and search.



1 Search and filter all available content.



2 View recommended playlists in order of most recent arrival.

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O LUMADA					
Lumada Showoase		Home	Edit My Playtist [Playtist A]	Search for Content	
Recommended Playlists/Selected Contents	,				
Playlist / Contents Title	Surenary				
Lumada Cancego videa - To create new value -	As your partner, Hotach wants is create new value through Co-Creation and power of digital, and makes accide intervention that leads to enhancement of peoples Oct. (Coping of LTMs) and inspressment of corporate value. And Lamada, a solution and service that accelerates deplet increation, will pay an important ratio in a si "place of connection" in Co-Creation with you, in this inten, we will introduce Lumada's concept as a "place of connection" and further evolution.				
	A 300-depthe video irroduzes the effort of the Omika Works, which has received praise for its on-else data analysis and integration of OT and IT technologies and expension. The World Economic Forum (WEE) selected it as an advanced "spithouse" factory.				
Committee and Colombia day 41 and Committee and	Moves toward the acquisition of all events as data, creating new value from this data, and returning this value to business and life are accelerating Hitch's creates effective scenarios for the willisation of data, solves problems using analytics, and leverages AI to deduce topopheses from light amounts of data to inconserv valuably for examiner.				
	With Lumada, Hitachi advances Co-Cleation with its customers and partners from the creation of future visions to the development of businesses. This video shows the progress of Co-Cleation under the Lumada concept.				

③ View all content in order of most recent arrival.

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O LUMADA			
Lumada 8howoace	Home	Exit My Playlist [Playlist A]	Bearch for Content
New Arrivals			
Title	Gualnaca Unit	Provided the Content	Date of Arrival
Pleasticed: 300-degree Video) Advanced Operational Support Omika Works Syste Makeenance Support Cyber Defense Training Verification Facility	em Operation and Services & Pl	artorna Business Unit	2021/07/08
Pleatriced: 300-degree Video) Realizing Mass Customization at the Omika Works Manufacturing High-Efficiency Production Model [Control Panel Assembly Line]	s Hardware Design and Services & Pl	artorna Dusineas Unit	2021/07/08
Plastriched: 300-degree Video) Creating an advanced site through the integration Omika Works Hardware Design and Manufacturing High Efficiency Production Mo Board Production Line)		Services & Platforms Dustiness Link	
[360-degree Video] Hitachi's Croika Works to Support Social infrastructure: The Fi to be Elected "Advanced (th Industrial Revolution Lighthouse" by the World Econ	omic Forum	atforms Dunisean Unit	2021/07/08
A Message from Lumada: Journey Into the Future		Morne Duniness Unit	2021/07/08
Lumada Concept video - To create new value -	Services & Pl	afforms Dusiness Unit	2021/07/08
PDFF T V O			2021/04/20
Digital Solutions for North American Power Grid	1784	一型性抗抗水原	2021/04/07

## Introduction (how to use Lumada Showcase)



# Preparing for the presentation

### [Set up the online meeting]

- Checking the usage environment (p.7)
- 2. Issuing invitations (p.8)

# **Advance preparation** for the presentation

#### [Try using it first]

- 3. Accessing Lumada Showcase (p.9)
- 4. How to use Recommended Playlist (p.10)

#### [Put together the presentation]

- 5. Creating your own playlist (p.12)
- 6. Rehearsal (p.15)
- 7. Saving playlists (Output as PDF) (p.17)

# Day of the presentation

#### [Do the presentation]

- 8. Screen sharing (p.18)
- Playing, pausing, and resuming contents (p.19)
- 10. Deleting and reusing playlists (p.20)