August 31, 2023

For immediate release

Mitsui Fudosan Residential Co., Ltd.
Fujisawa SST Council

New Model House Future Co-Creation FINECOURT III Appears in Fujisawa Sustainable Smart Town (Fujisawa SST)

"A house that creates energy just by living in it," encompassing spatial design and solutions aimed at resolving social issues

Tours start from September 1 [*1]

Tokyo, Japan, August 31, 2023 – Mitsui Fudosan Residential Co., Ltd. and the Fujisawa SST Council (Lead organizer: Panasonic Group) have newly set up Future Co-Creation FINECOURT III, certified Life Cycle Carbon Minus (LCCM) housing*2 under the concept of being "a house that creates energy just by living in it," inside the Fujisawa Sustainable Smart Town (Fujisawa SST) in Fujisawa, Kanagawa Prefecture. Inspection tours will start from Friday, September 1, 2023.

This model house was developed to address the SDGs and propose new lifestyles due to the increase in those working from home following the COVID-19 pandemic in addition to resolving social issues such as the further promotion of carbon neutrality. The house has installed technologies and equipment based on the built environment SDGs checklist and proposes a lifestyle that achieves mental and physical well-being*3. In addition, the house will contribute to realizing a decarbonized society by generating energy from Perovskite solar cells and other renewable sources, and by adopting vehicle-to-home (V2H) power storage and air-conditioning systems.

Mitsui Fudosan Residential Co., Ltd. and Fujisawa SST Council will continue to create and evolve new services and solutions, and aim to create a smart town that will carry on evolving for the next 100 years.

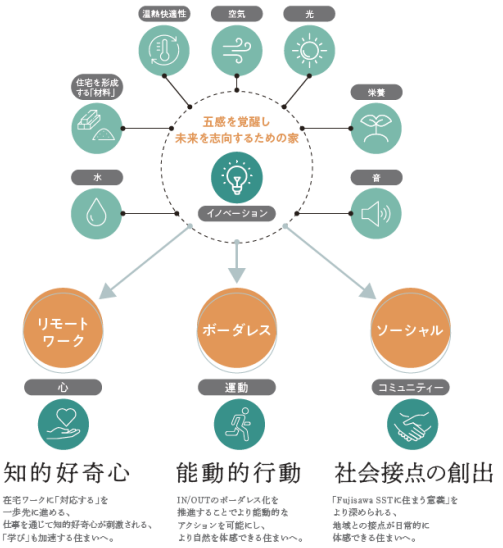
Future Co-Creation FINECOURT III exterior

Features of the Model House

1. Future Co-Creation FINECOURT III, "a house that creates energy just by living in it."
2. Spatial design proposing lifestyles with an eye toward borderless housing.
3. Installation of technologies and equipment directed at mental and physical well-being and carbon neutrality.
4. Mitsui Fudosan Residential's first acquisition of LCCM housing certification and use of environmentally friendly materials.

1. Future Co-Creation FINECOURT III, “a house that creates energy just by living in it.”

This model house is based on the entire Fujisawa SST concept of “bringing energy to life,” and was developed under the concept of being “a house that creates energy just by living in it,” which combines the meanings of energy in terms of lifestyle infrastructure and vitality in terms of people creating vivacity and liveliness. Rather than inwardly fulfilling mental and physical well-being, the house aims to generate sustainable “life energy” that is outgoing, borderless and social. “Life energy” is seen as something that awakens the senses and has a positive effect on the intellect and society. The aim is to achieve housing that generates intellectual curiosity, proactive behavior and create social contact to enable resolving temporal and social issues through that life energy.



Conceptual diagram of a future-oriented house that awakens the senses

2. Spatial design proposing lifestyles with an eye toward borderless housing.

Due to the increase in working from home due to the pandemic and other factors, housing became a place that was not just a domain of being “off” (resting), but also became borderless space as it took on the role of being “on” (working). Planning for housing moved from its conventional place for inward fulfillment to being more conscious of creating contact with the outdoors and society.

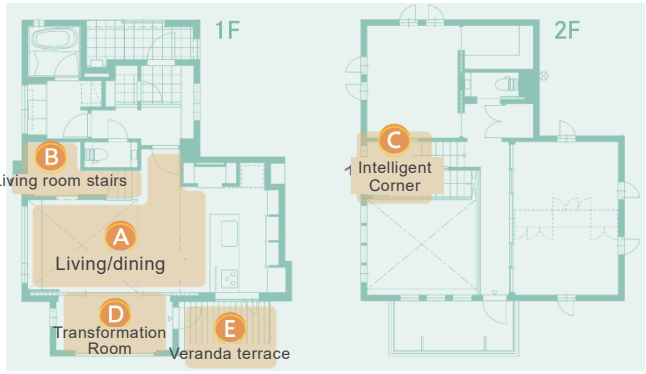
Borderless spatial design through an open space leading to living room stairs

A Living/dining B Living room stairs

Living space is bright and clear with an open space in the upper part of the living room to maximize natural light. Living room stairs integrated with the open space promote communication.

C Intelligent corner (study corner utilizing the mezzanine floor)

Using three-dimensional space secures appropriate distances to meet the needs of a place that is not too close to the living room and not too far from the family, which was an oft-cited complaint about working from home during the pandemic. Furthermore, a park view and gentle natural light improve concentration and intellectually creative abilities and activates exercise habits by adding a new purpose for moving other than sampling going up and down between the first and second floors.



Model house layouts

D Imaginative and creative space Transformation Room surrounded by greenery, indoors and outdoors

A multi-function room has been prepared to easily enable switching on and off as a soothing space to awaken the senses using high-quality LED ceiling stereo speaker lights.

Borderless spatial design connecting to the outdoors

E Veranda terrace creating a contact point with the community society

A veranda terrace has been set up beside the Transformation Room. With a direct connection to a walkway, it is an activity space that creates a communication space base with residents. Plants provide cover from outside viewing and it can serve as a second living room for a family. By securing a direct line enabling movement between the veranda terrace and Transformation Room it promotes communication with community residents and visitors without needing to use the main entrance, which is a measure against infectious diseases and strengthens indoor privacy.

3. Installation of technologies and equipment directed at mental and physical well-being and carbon neutrality.

The model house is displayed with the following technologies and equipment installed.

Perovskite solar cells (product under development)

Perovskite solar cells are printable solar cells developed by Panasonic Holdings Corporation with a globally top-class* power generation efficiency. Unlike conventional solar power cells, these cells are transparent and designs can be added. Printing and processing on building materials such as glass accelerates the energy creation and ZEH/ZEB now being sought after.

* Refer to the U.S. National Renewable Energy Laboratory (NREL) Champion Photovoltaic Module Efficiency Chart as of July 31, 2023

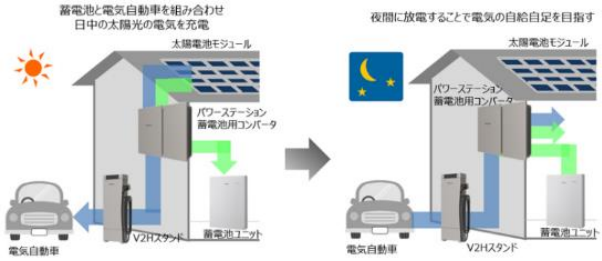
(News release)

https://news.panasonic.com/global/press/en230831-2

Perovskite solar cells installed on the model house

eneplat V2H power storage system

eneplat is a V2H power storage system from Panasonic Corporation linked to storage batteries and powers the home using batteries from electric vehicles. Equipped with a home consumption mode, in which power generated through solar power generation is stored simultaneously in the storage batteries or electric vehicles, and power inside the house at nights and other times. Power stored simultaneously in the storage batteries or electric vehicles can also be used inside the home as a back-up power source in the event of a power outage.



eneplat in use

withair®, a whole house air conditioning and heat exchange system

withair® is a whole house air conditioning and heat exchange system from Panasonic Corporation that can cool or heat an entire house using a single, room air conditioner combined with a heat exchange unit. The whole house is filled with refreshing, clean air through a system that combines four functions in one: cooling, heating, air purification and total heat exchange ventilation.

withair® in use

MiRRORMO

MiRRORMO is a digital mirror developed by Panasonic's FUTURE LIFE FACTORY and NIPPON TV R & D Lab with the objective of alleviating the vicious cycle of stress that became an issue during life in the pandemic. The mirror visualizes stress, which builds up unconsciously over the course of day-to-day life and promotes alleviating this in such ways as exercising.

MiRRORMO in use

LED ceiling lights/Life conditioning series

In addition to fulfilling the conventional role of brightening a room, LED ceiling lights (a Panasonic Corporation product) equipped with a high-quality stereo speaker propose new value to brightness through life conditioning that sets up a life with light and sound. The house uses light and sound to support each day, automatically changing the color and brightness of light just like the sun, playing music or obtaining information from notices read out aloud.

LED ceiling light in use

Gamma wave sound care system

The gamma wave sound care system allows people to go about their daily lives and naturally listen to gamma wave sound developed by Pixie Dust Technologies Inc. and Shionogi & Co., Ltd. The home is equipped with speakers containing the world's first patented technology (gamma wave modulation technology*) that enables people to listen to gamma wave sound naturally in their daily lives, and expectations around it include improving cognitive functions.

* Technology (patented) to process voices by amplitude modulation at 40 Hz to partial signals included in the input voice.

The gamma wave sound care system in use

Transparent OLED (demonstration product)

This is a highly transparent display achieved through glass vacuum lamination technology from Panasonic Entertainment & Communication Co., Ltd. The transparent background blends into the living room without blocking out the space.

Transparent OLED in use

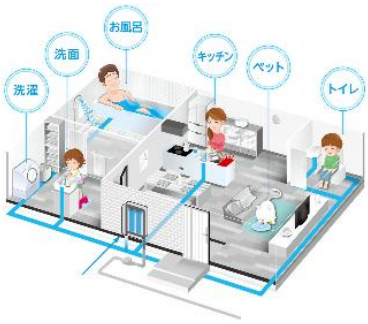
X-BLIND

X-BLIND is an outdoor blind from YKK AP, Inc. that controls light and wind. With louvres that enable free adjustment of the blind angle, it is possible to provide balanced control of shading, lighting, privacy and ventilation.

X-BLIND

Ryosui-kobo

Ryosui-kobo is a water purification system from Sotetsu Pure Water Co., Ltd. that makes all water within the home cleaner. Unlike ordinary water purifiers, it is attached to an outdoor water pipe and can purify all the water used in the home, not just drinking water.



Ryosui-kobo in use

Sitting posture evaluation feedback system

This will be a demonstration test of the sitting posture evaluation feedback system made by the Ami Ogawa Laboratory, Department of System Design Engineering, Faculty of Science and Technology, Keio University. The system was developed to provide feedback to users on how to improve their posture using sensors to evaluate sitting postures to reduce the load on bodies from working with poor posture.

Sitting posture evaluation feedback system

Elbeaut hand rails

Elbeaut hand rails are aluminum-framed handrails by YKK AP Inc. that take advantage of the transparency of their glass to create an open balcony area. The outer surface of the glass is coated with a photocatalytic coating that prevents dirtiness and makes it easy to maintain the beauty of the glass.

Elbeaut hand rails

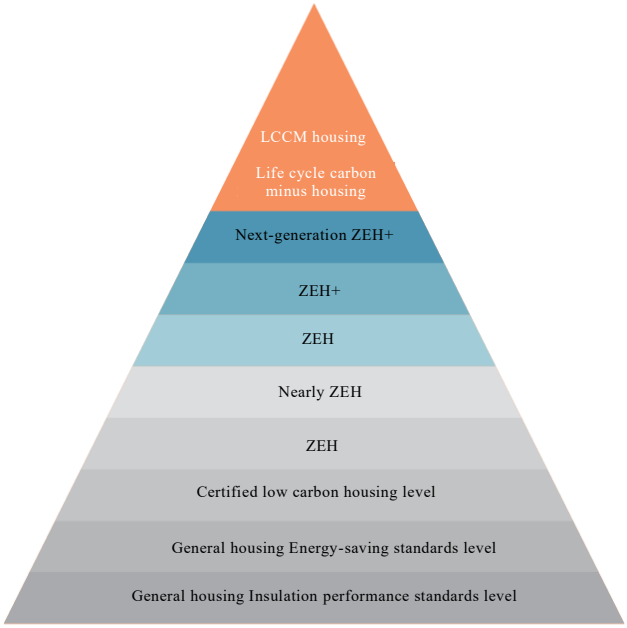
euglena, with 59 types of nutrients, and genetic analysis

euglena My Health (a genetic analysis kit) enables learning about the genetic risks of physical constitution and diseases, and will be an exhibit. Comprised of 59 different types of rich nutrients, euglena can easily be taken daily, and there will also be an introduction of the “one soup, three dishes” made using chickens and vegetables that used euglena as either food or fertilizer.

Images for illustrative purposes

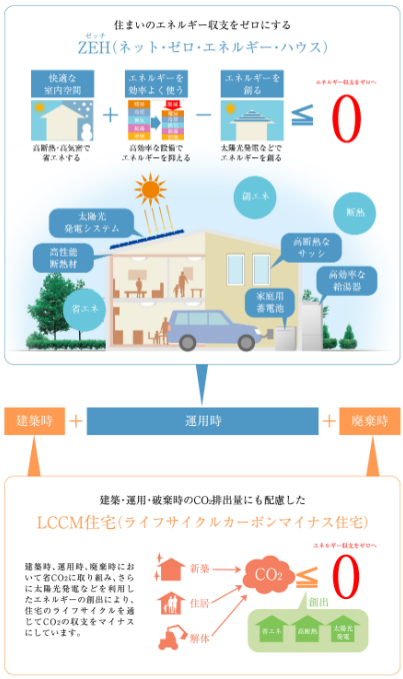
4. Mitsui Fudosan Residential’s first acquisition of LCCM housing certification and use of environmentally friendly materials.

The model house is the first-time Mitsui Fudosan Residential has obtained LCCM housing certification. LCCM housing has a negative CO_2 balance by generating as little CO_2 as possible during the construction, occupation, repair and disposal (demolition) stages of its life cycle and for generating energy using renewable sources such as solar power generation. It is housing said to contribute even more toward achieving a decarbonized society than ZEH, which is to achieve a CO_2 balance below zero while a building is occupied. The house received a perfect score in evaluations, gaining a Superior (S) ranking for built environmental efficiency and a negative score for lifecycle CO_2, which evaluates the volume of a building’s CO_2 emissions. Furthermore, the house also achieved a perfect score in the built environment SDGs checklist, contributing to achieving more abundant future through spatial design and equipment machinery in housing.



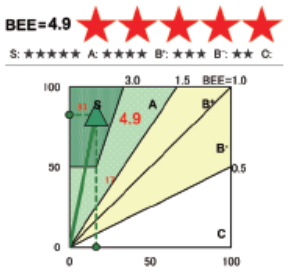
* Produced based on the Agency for Natural Resources and Energy website

【Conceptual diagram of LCCM housing】



* LCCM is a registered trademark of the Institute for Building Environment and Energy Conservation. Mitsui Fudosan Residential is using the trademark with permission.

Built Environment Efficiency (rank & chart)

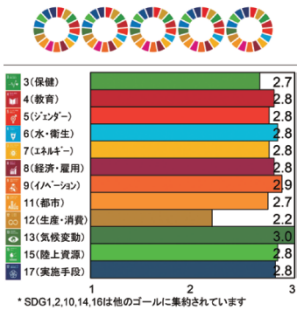


Built environment load

Lifecycle CO_2 (Global warming impact chart)

The graph provides an estimate of lifecycle CO2 emissions compared to a standard house (reference value) based on the content of "Consideration of Global Warming" in LR3.

Built environment SDGs checklist assessment results



The model house uses the following environmentally friendly materials.

Kanagawa Prefecture wood

Using 5 m^2 or more of wood produced in Kanagawa Prefecture reduces CO_2 generated during transport and contributes to local production and local consumption.

Image for illustrative purposes

KANAGAWA WOOD
かながわ 木づかい運動
かながわの木をつかって かながわの森を守ろう

KANAGAWA WOOD logo

Blast furnace cement

Using cement that holds down the amount of CO_2 generated during the production process compared to regular cement contributes to reducing environmental impact.

Image for illustrative purposes

PALM LOOP®*4

After their harvest season, oil palm trees emit methane gas, which is a cause of global warming. The model house exhibits furniture made using PALM LOOP® board, which reuses disposed oil palm trees.

PALM LOOP® board

PALM LOOP

■ About Fujisawa SST

Under the concept of "bringing energy to life," Fujisawa SST is engaged in neighborhood creation that continues to evolve in a sustainable manner through co-creation with those involved in the Town Parent Project*5, while keeping abreast of social and community issues. As part of that, Mitsui Fudosan Residential, as a participating company in the Fujisawa SST Council, has been engaged in master planning, land readjustment and residential subdivision development projects, and has proposed new lifestyles close to people's lives through overnight stay experiences in model houses with the objective of developing new products and providing new services through phase one*6 in 2017 and phase two*7 in 2019.

Reference: Fujisawa SST website https://fujisawasst.com/EN/

■ **Overview of the Model House**

Address	23-5 Tsujido Motomachi 6-chome, Fujisawa, Kanagawa
Zoning	Category 1 residential district
Building coverage ratio/Floor area ratio	70% (corner lot mitigation applied)/200%
Structure/scale	2-story, wooden structure
Layout	4LDK
Building area	1,249.58 ft^2 (116.09 m^2)
Site area	1464.97 ft^2 (136.10m^2)

■ **Model House Map**

■ **Fujisawa District Map**

Address	4176-1 (and other lots) Tsujido Motomachi 6-chome, Fujisawa, Kanagawa
Project name	Fujisawa Sustainable Smart Town Land Readjustment Project
Land readjustment project builders	Mitsui Fudosan Residential Co., Ltd. and Panasonic Homes Co., Ltd.
Total business area	Approx. 207,910 ft^2 (193,154.81 m^2) *Includes an approx. 38,000 ft^2 (3,530.67 m^2) area for an aqueduct
Building coverage ratio/Floor area ratio	60%/200% other
Access (on foot) Access (bus)	11-minute walk from Hon-Kugenuma Station on the Odakyu Enoshima Line 19-minute walk from JR Tsujido Station 25-minute walk from Fujisawa Station on the JR Tokaido Line, Odakyu Enoshima Line and Enoden Electric Railway 10 minutes from the Kanagawa Public Transportation/Enoden bus Fujisawa Eki Kitaguchi stop and a 1-minute walk from the Fujisawa SST Mae bus stop

■ **Fujisawa SST Council (18 organizations as of August 31, 2023)**

Lead organizer	Panasonic Group
Lead members	GAKKEN HOLDINGS CO., LTD./Gakken Cocofump Co., Ltd., Culture Convenience Club Co., Ltd., Social Welfare Corporation Camelia, DENTSU INC., Tokyo Gas Co., Ltd., Panasonic Homes Co., Ltd., NIPPON TELEGRAPH AND TELEPHONE EAST CORPORATION, Sumitomo Mitsui Trust Bank, Limited, MITSUI & CO., LTD., Mitsui Fudosan Co., Ltd./Mitsui Fudosan Residential Co., Ltd., and YAMATO TRANSPORT CO., LTD.
Regular members	Ain Pharmaciez, Inc., Accenture Japan Ltd, Sunautas Corporation and SOHGO SECURITY SERVICES CO., LTD.

■ **Overview of Town Tours**

Company name (organizer)	Fujisawa SST Management Company
Address	21-1 Tsujido Motomachi 6-chome, Fujisawa, Kanagawa Prefecture 251-0043 Telephone: 0466-34-8542
Period	Planned for Friday, September 1, 2023 to Friday, November 29, 2024
Applications	Please choose from the model house course or the neighborhood stroll and model house course on the Fujisawa SST tour website. For details, please click on the URL below (Only in Japanese). https://fujisawasst-tour.revn.jp/

*1. Reservations must be made through Fujisawa SST tours to tour the model house. Please refer to the Overview of Town Tours section for details.
*2. LCCM housing certification: Acquisition of LCCM housing certification from the Institute for Building Environment and Energy Conservation
*3. Well-being: Refers to a state of physical, mental and social satisfaction.
Included in the World Health Organization Constitution in 1948.
*4. PALM LOOP®: Recycled wood board conversion technology created by Panasonic Housing Solutions Co., Ltd. to use disposed oil palms.
*5. Town Parent Project: An initiative of residents, companies, surrounding communities and people working in the neighborhood to evolve the town sustainably.
*6. "A house that creates time just by living in it" https://www.mfr.co.jp/content/dam/mfrcojp/company/news/2017/0915_01_i.pdf (Japanese)
*7. "A house that creates beauty just by living in it" https://www.mfr.co.jp/content/dam/mfrcojp/company/news/2019/0131_01.pdf (Japanese)

■ Mitsui Fudosan Group's Contribution to SDGs

https://www.mitsuifudosan.co.jp/english/esg_csr/

The Mitsui Fudosan Group aims for a society that enriches both people and the planet under the principles of coexist in harmony with society, link diverse values and achieve a sustainable society, and advances business with an awareness of the environment (E), society (S) and governance (G), thus promoting ESG management. By further accelerating its ESG management, the Group will realize Society 5.0, which the Japanese government has been advocating, and contribute significantly to achieving the SDGs.

Additionally, the Group formulated the following Group guidelines related to "Realize a Decarbonized Society" and for "Diversity & Inclusion Promotion" in November 2021, and "The Mitsui Fudosan Group Biodiversity Policy" in March 2023. The Mitsui Fudosan Group will continue to work toward solving social issues through neighborhood creation.

References

・Group Action Plan to Realize a Decarbonized Society
https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1124/
・Formulated Diversity and Inclusion Promotion Declaration and Initiatives Policy
https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/
・ Established the Mitsui Fudosan Group Biodiversity Policy
https://www.mitsuifudosan.co.jp/english/corporate/news/2023/0413/

■ About Mitsui Fudosan Residential's Carbon Neutral Design Promotion Plan (only in Japanese)
https://www.mfr.co.jp/content/dam/mfrcojp/company/news/2022/0315_01.pdf
Initiatives include reducing energy use by increasing the performance and durability of homes, promoting the provision of services that enable residents to enjoy contributing to the environment through energy conservation and other activities after moving into this condominium. In this way, the Company aims to realize carbon neutrality in both homes and living.

* The initiatives covered in this press release are contributing to seven of the UN's SDGs.

Goal 3	Good Health and Well-Being
Goal 7	Affordable and Clean Energy
Goal 8	Decent Work and Economic Growth
Goal 11	Sustainable Cities and Communities
Goal 12	Responsible Consumption and Production
Goal 13	Climate Action
Goal 15	Life on Land