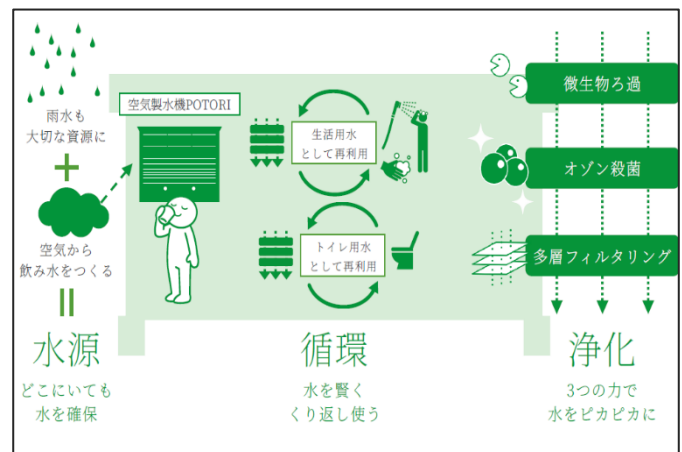


## Canon Marketing Japan and FREE Co., Ltd. Launch Joint Demonstration of Water Circulation Solution Using Atmospheric Water Generation Technology - Aiming to Build a Disaster-Resistant and Secure Society

Canon Marketing Japan Inc. (President & Representative Director: Masachika Adachi, “Canon MJ”) and FREE Co., Ltd. (CEO: Yuji Takahashi, “FREE”) have jointly commenced a demonstration project in September 2025 to validate a water circulation solution that addresses water shortages under various environmental conditions using atmospheric water generation technology. By achieving water self-sufficiency using both rainwater and atmospheric moisture, this initiative aims to realize a self-sustaining water system that ensures safe and comfortable living environments even during disasters or infrastructure disruptions.



A house equipped with a water circulation solution



Mechanism of the water circulation solution

The demonstration project involves installing a water circulation solution in a house located in Toki City, Gifu and allowing the house to supply itself with water as much as necessary by producing, using, purifying and circulating water mainly with the atmospheric water generator which extracts moisture from the air to produce water. Data such as daily water quality and water production volume will be collected during the demonstration period from September 2025 to March 2026. These efforts aim to advance the practical implementation of a water circulation solution that enables people to live safely and comfortably through secure and sustainable access to water.

FREE has developed POTORI, an atmospheric water generator that collects, filters and sterilizes moisture from the atmosphere and produce safe drinking water. The product is eco-friendly and designed to be used reliably in disaster scenarios or water-scarce regions. With a lineup ranging from residential to commercial models, FREE aims to offer sustainable water supply solutions adaptable to diverse needs.

The demonstration system also integrates solar panels and a storage batteries, enabling the water circulation solution to operate entirely off-grid - independent from public infrastructure such as electricity, water supply and sewage systems.

Canon MJ actively promotes open innovation with the aim of solving social issues and creating future value. In this recent effort, Canon MJ plays a supporting role in marketing, and aims to co-create a new household water solution by combining atmospheric water generation with recirculation technologies, thereby contributing to the sustainable development of society.

■ **The water circulation module is mainly assumed for the following uses:**

**- Securing drinking water for use in an emergency**

The module can secure safe potable water locally, even if water supply and sewage systems do not work. The module is greatly characterized by the capability to enable self-supply of an amount of water necessary for life, even during a water outage or evacuation.

**- Securing water resources in a place with undeveloped infrastructure**

The module will be capable of making water from air for use as domestic water and potable water, even in a place with poor water supply infrastructure. This makes it possible to feel secure about living in a place where a stable water supply is difficult.

**- Realizing sustainable water use**

The module cleans and reuses the water consumed in daily life to facilitate the efficient use of water resources and reduce the environmental impact. The new recycling of water achieves sustainable living.

■ Overview of FREE Co., LTD:



Company name	FREE Co., Ltd.
Established	November 2012
Location	5-15 Reisen-machi, Hakata-ku, Fukuoka-shi, Fukuoka
Representative	Yuji Takahashi, CEO
Description of business	Development and manufacturing of POTORI (atmospheric water generator that produces safe potable water from the atmosphere), among others
URL	<a href="https://freerf.jp/">https://freerf.jp/</a>