

HITACHI TO SHOWCASE LATEST TECHNOLOGIES AT PARIS EVENT

- “*Hitachi Inspire Life*” highlights technology’s contribution to creating a more sustainable and secure society.
 - ESPACE GRANDE ARCHE, Paris – 21th – 23rd May 2008

Paris – 29th April 2008. Under the banner of “Hitachi Inspire Life”, Japanese engineering and IT giant Hitachi is staging an event to present the full breadth of its technologies to customers and other stakeholders from all over Europe. This three-day exhibition will include demonstrations of some of Hitachi’s “future technologies” in Europe.

Its portfolio of technologies will be thematically presented in different zones constructed within ESPACE GRANDE ARCHE in Paris. The title “*Inspire Life*” reflects Hitachi’s philosophy as a provider of high-quality products and solutions which create promote environmental sustainability and empower business to create a better society. The showcase encompasses different areas of society and business life from security, transport, power and climate change.

The focal point for the visitor will be a 20-minute interactive experience, through zones showing home life, work, transport, environment and future technologies.

Sir Stephen Gomersall, Chief Executive Europe for Hitachi, comments: “Hitachi is becoming an increasingly global company, and this exhibition will show our commitment to bringing our best technology to Europe. We wanted to organize this event in Paris, because of the importance of France as a market for some of our major businesses and for research. We hope the Inspire Life Experience will give our customers and partners a better understanding of the broad range of our technologies and how they can improve people’s lives today and tomorrow”

Note

The *Inspire Life Experience* comprises several zones – the ‘Fabric of Life’ demonstrates how Hitachi technologies can help support a planet that is becoming ever-more densely populated; ‘Home Life’ is a lively introduction to some of Hitachi’s most innovative consumer products; ‘Work Life’ takes the visitor beyond the traditional four walls of the office to show Hitachi’s technology at work in other environments; and ‘Transport Life’ shows how Hitachi’s

automotive and rail technologies are working to improve every journey to benefit both individuals and the environment. The tour culminates in the Future Lounge, where visitors will be able to have first-hand access to Hitachi's future technologies.

Technologies within the Future Lounge include:

- **3-D viewable display**- a portable technology that helps to convert 2-D images to 3-D without any rotation mechanism. The technology has the capability to transform the way people look at images on a flat screen or piece of paper. The application has the potential to dramatically enhance online shopping and offer future 3-D web communication.
- **Flood simulator** - simulator application that will display the regional image on a 3-D map and demonstrate a range of potential flood situations. The technology can be run on a standard PC and can be used to create an "integrated disaster prevention system".

Within the major event will be a number of mini-events showcasing some of Hitachi's many European business groups. These include Hitachi Automotive Systems, Hitachi Air Conditioning and Refrigeration Group, Hitachi Construction Machinery, Hitachi Data Systems, Hitachi Digital Media Group; Hitachi Display Products Group, Hitachi Global Storage Technologies, Hitachi Information Systems Group, Hitachi Medical Systems, Hitachi Power Tools, and Maxell Europe.

Alongside the exhibition, Hitachi Europe will be hosting two debates, the first one on the 21st of May about "6 months after the Grenelle of the Environment". The second one on the 22nd of May about "The Future of e-society in France.

Participants will include the following French specialists and Hitachi experts

- « 6 months after the Grenelle of the Environment »

M. Jean Claude GAZEAU MIES - MEDAD (Président)

Mme Alice DE BRAUER RENAULT (directrice du plan environnement)

M. Christian BATAILLE Député PS du Nord

M. Takashi HATCHOJI Chief Environmental strategy officer and adviser of Hitachi, Ltd.

Mme Chental JOUANNO Présidente de l'ADEME

M. Jean-François LE GRAND Sénateur de la Manche (Basse-Normandie)

- « The Future of e-society in France»

M. Etienne BLANC Député UMP, Maire, membre du conseil d'orientation de la simplification administrative

Mme Pervenche BERES Député européen PSE

M. François-Daniel Migeon Directeur général de la Modernisation de l'Etat au ministère du Budget, des Comptes publics et de la Fonction publique

M. Laurent KOTT Vice-Président International - INRIA

M. Alain RISSON Président de l'ADeP

M. M. YAMAGUCHI Vice President and Executive Officer, Chief Executive Officer of Service and Global Business Information and Telecommunications Systems Group, Hitachi, Ltd.

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