

News Release

FOR IMMEDIATE RELEASE

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Hitachi to Establish Big Data Research Laboratory in Denmark

Creating New Services for Realizing a Sustainable, More Comfortable Society

Tokyo, Japan, March 4, 2014 --- Hitachi, Ltd. (TSE: 6501, "Hitachi") announced today that it will establish the Denmark Big Data Research Laboratory in the Kingdom of Denmark ("Denmark") by the end of September 2014. The goal of the laboratory is to use big data to create new information services that will help to realize a sustainable, more comfortable society.

Denmark is well known for its outstanding quality of life and smart city initiatives, earning strong international recognition for its activities in these areas. Notably, Denmark placed first in a ranking of the happiest countries in the United Nations' World Happiness Report 2013, and the capital Copenhagen was named No.1 in a ranking of "The 10 Smart Cities in Europe" by the U.S. business magazine Fast Company*. Specifically, in the healthcare field, Denmark is pushing ahead with the Super Hospital initiative, under which it will invest on building state-of-the-art medical facilities from 2013. Additionally, Denmark is implementing measures eyeing ambitious targets in fields such as the environment and energy and transportation, with the aim of becoming a carbon-neutral nation.

Furthermore, Denmark is implementing innovative measures related to the use of big data. These measures include public, private and academic partnerships embracing national targets and issues as themes, trials involving user participation (user-driven innovation), and development of open data usage environments.

At present, Hitachi is expanding the Social Innovation Business globally. In Denmark, Hitachi has been expanding its business particularly in the Information & Telecommunication Systems sector of the Social Innovation Business, mainly in storage solutions and consulting services. Hitachi is also accelerating initiatives in big data related fields. Hitachi opened the Big Data Research Laboratory in the U.S. and

in the U.K., respectively in April 2013 and in June 2013.

The Denmark Big Data Research Laboratory will be established under the Hitachi European R&D Centre (ERD), which serves as the R&D arm of Hitachi Europe Ltd. Through a tight collaboration with Hitachi Consulting Corporation, which has a base in Denmark, the Denmark Big Data Research Laboratory plans to work on creating new service concepts and business models through participation in activities such as private, public and academic initiatives and field trials involving user participation in cooperation with local institutions in major cities of Denmark. The scope of areas to be addressed by the Denmark Big Data Research Laboratory encompasses environment and energy, transportation and healthcare, which are in line with the key themes targeted by the government of Denmark.

Through its activities at the Denmark Big Data Research Laboratory, Hitachi seeks to contribute to the further development of Denmark's society. At the same time, Hitachi will strive to expand business in other countries and regions worldwide that face the same issues as Denmark.

* Source: "The 10 Smartest Cities In Europe," FastCoExist.com, the Web version of Fast Company magazine
<http://www.fastcoexist.com/3024721/the-10-smartest-cities-in-europe>

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 320,000 employees worldwide. Fiscal 2011 (ended March 31, 2012) consolidated revenues totalled 9,665 billion yen (\$117.8 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, industrial, transportation and urban development systems, as well as the sophisticated materials and key devices that support them.

For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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