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**Hitachi opens European Big Data Laboratory
within the Innovation Centre of The University of Manchester**

- - Commencing PoC projects to improve healthcare using informatics - -

London, October 7, 2013 --- Hitachi Europe Ltd., a wholly owned subsidiary of Hitachi, Ltd. (TSE: 6501, "Hitachi") today opened its European Big Data laboratory ("EBDL") within The University of Manchester Innovation Centre Limited ("UMIC") to commence proof of concept ("PoC") projects for improving healthcare using informatics. EBDL is the centre of R&D for Hitachi's big data business in Europe, and is part of the European R&D Centre of Hitachi Europe, Ltd.

Hitachi is currently expanding its global business focused on "Social Innovation Business" which provides societal infrastructure supported by advanced information and telecommunications systems. In Europe, laboratories and business divisions have worked together in areas such as railway and energy to expand the business. This time, to enhance Hitachi's healthcare business, a research centre has been opened within UMIC with resident Hitachi researchers to commence the joint projects to be conducted with the National Health Service (NHS) England (Greater Manchester) as announced on September 18, 2013.

The projects aim to achieve an increased quality of life while suppressing medical costs by making full use of IT and big data. Specifically, the projects involve the development and verification of a secure health care data integrated platform and a life-style improvement programme for pre-diabetics. Based on the results from the PoC projects, expansion of Hitachi's healthcare business to other regions within the U.K., followed by markets in North America and Japan, will be considered.

In addition to healthcare, EBDL will be expanding its activities into the energy and transportation sectors to further develop Hitachi's business based on big data analytics.

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About Hitachi Europe Ltd.

Hitachi Europe Ltd., headquartered in Maidenhead, UK, a subsidiary of Hitachi, Ltd., and its subsidiary companies offer a broad range of information & telecommunication systems; power (including nuclear) and industrial system; rail systems; digital media and consumer products; industrial components and equipment; air conditioning and refrigeration systems; manufacturing systems; and procurement and sourcing with operations throughout 12 countries across Europe, the Middle East and Africa. Hitachi Europe also has three Research and Development Laboratories and a design centre. For more information, visit <http://www.hitachi.eu>. For more information on other Hitachi Group companies in Europe, please visit <http://www.hitachi.eu/network/index.html>.

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 326,000 employees worldwide. The company's consolidated revenues for fiscal 2012 (ended March 31, 2013) totaled 9,041 billion yen (\$96.1 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes infrastructure systems, information & telecommunication systems, power systems, construction machinery, high functional material & components, automotive systems and others. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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