

News Release

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Hitachi Group to Participate in “CeBIT 2017,” the World’s Largest IT Trade Show



Conceptual illustration of the Hitachi Group's booth at CeBIT 2017

Tokyo, March 15, 2017 --- The Hitachi Group will have an exhibit in the “Japan Pavilion” of CeBIT 2017, the world’s largest IT-related international telecommunications technology trade show, which is scheduled to be held over five days, from March 20 to 24, in Hanover, Germany.

CeBIT is held each year as an international trade show that specializes in business related exhibits, featuring B2B^{*1} solutions that incorporate cutting edge technologies such as IoT^{*2}, big data, AI^{*3}, and robots. This year, Japan will participate as a partner country for the first time. The Japan External Trade Organization (JETRO) will play a central role in presenting a large-scale exhibit in the “Japan Pavilion,” in cooperation with entities from the Japanese government and economic world, and based on the concept: “Create a New World Japan – Society 5.0, Another Perspective –.”

The Hitachi Group will have a booth in the Japan Pavilion, presenting cutting-edge IoT technologies, products, and services in three categories – “Sustainable”, “Optimize/Adjust,” and “Comfortable” – that will contribute to the realization of “Industrie 4.0” in Germany and “Society 5.0” in Japan, and to improving the quality of life around the globe.

At “CeBIT WELCOME NIGHT,” which will be held ahead of the main event on March 19, Toshiaki Higashihara, President & CEO of Hitachi, Ltd. and Chairman of the Japan Electronics and Information Technology Industries Association (JEITA), will give a

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speech introducing activities targeting the proliferation of digital technologies in Japan and at Hitachi in particular.

Hitachi Group Exhibits

Category	Sustainable	Hybrid Battery System for Efficient Use of Renewable Energy
		Smart Island Project in Hawaii - JUMP Smart Maui -
		Diagnostic and Prognostic Analytics for Industrie 4.0
	Optimize/Adjust	Productivity Innovation by Image Recognition
		AI for Human Activity Recognition - Collaboration with DFKI ^{*4}
		Flow-based Object Tracking Solution
		Example of CPS ^{*5} /IoT Designed with the Data Profile - Human-Robot Collaboration -
Comfortable	Illustrating Our Vision of the Future that Goes Beyond Smart	
Exhibition Venue	In the "Japan Pavilion," Hall4	
Exhibition Size	120 square meters	

Mr. Higashihara said regarding the upcoming exhibit. "I am extremely pleased that we will have the opportunity to participate in CeBIT, the world's largest IT trade show, and to introduce the Hitachi Group's wide range of IoT related services and solutions. Through the Social Innovation Business, the Hitachi Group will strive to contribute to the realization of Industrie 4.0 (the 4th Industrial Revolution) as advocated by the German government, and Society 5.0, as advocated by the Japanese government. We look forward to expanding opportunities of Collaborative Creation with our customers and partner companies through participating in this year's CeBIT exhibition."

The Hitachi Group will continue to develop the Social Innovation Business on a global scale, contributing to resolving the issues faced by customers and by society as a whole, and to improving the Quality of Life throughout the world.

*1 B2B : Business to Business

*2 IoT : Internet of Things

*3 AI : Artificial Intelligence

*4 DFKI: Deutsches Forschungszentrum für Künstliche Intelligenz (German Research Center for Artificial Intelligence)

*5 CPS: Cyber Physical System

CeBIT 2017 Official Website

<http://www.cebit.de/en/>

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges. The company's consolidated revenues for fiscal 2015 (ended March 31, 2016) totaled 10,034.3 billion yen (\$88.8 billion). The Hitachi Group is a global leader in the Social Innovation Business, and it has approximately 335,000 employees worldwide. Through collaborative creation, Hitachi is providing solutions to customers in a broad range of sectors, including Power / Energy, Industry / Distribution / Water, Urban Development, and Finance / Government & Public / Healthcare. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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