

HITACHI FOCUSES ON HOW TECHNOLOGY AND KNOW-HOW CAN IMPROVE YOUR LIFE AT CeBIT 2007

www.hitachi-cebit.com

Hitachi Europe Ltd., Maidenhead UK - 28th February, 2007. At this year's CeBIT in Hanover, Germany 15 - 21 March 2007, Hitachi will be displaying key technologies from its extensive range of products and solutions to demonstrate how they can improve lives. The technologies on show will include Application Optimised™ Storage solutions, biometric security applications, new high performance In-Plane Switching (IPS) LCD panels and innovative removal storage disks. In a special showcase, Hitachi will demonstrate how each of the key technologies on display can bring improvements to the demanding environment of health care delivery.

"At this year's CeBIT we have chosen once again to focus on the value that technology can bring to our lives, both at home and in the workplace. CeBIT will provide the opportunity for us to demonstrate a range of technologies that can be used in a variety of industries, from data input to storage. By relating how such diverse technologies such as storage solutions, biometric security products and new In-Plane Switching (IPS) LCD panels can be applied to the medical industry, we will demonstrate how Hitachi can improve lives in many areas, health care being such an example" said Sir Stephen Gomersall, Chief Executive for Hitachi in Europe.

Hitachi Data Systems will present its Application Optimised Storage™ solutions. These solutions are designed to optimise efficiency based on the use of data by the critical applications of businesses. This enables businesses to work more effectively, maximising revenues and mitigating risk. Hitachi Data Systems will feature speakers and online presentations on archiving, virtualisation, consolidation, data protection, disaster recovery and Microsoft solutions. This will include three

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main demonstrations focusing on storage management; virtualisation and tiered storage. Additionally, the stand will showcase active archive and business continuity solutions.

A number of areas on the stand will be dedicated to the company's SMB and mid-market products and solutions, such as the plug-and-play SAN kit for Hitachi TagmaStore modular storage. Also, featuring on the stand in 2007 are some of the company's most important solutions partners, Cisco and Kodak, together with distribution partners such as Ingram Micro, Bell Microproducts Solutions, Assistra and Kramer & Crew.

Healthcare is an important focus for Hitachi which, through the various companies in its group, offers significant expertise in the market. Hitachi Data Systems, together with Hitachi Medical will be demonstrating how their healthcare solutions help improve access to information at the point of care, by facilitating the improvement of workflow between hospital departments and between hospital networks. Kodak, a key PACS partner, will demonstrate its VIP Archive system which in conjunction with the Hitachi Content Archive Platform can jointly help organisations consolidate, manage, protect and access information across the enterprise and across heterogeneous environments.

Systems Development Laboratory of Hitachi Ltd. will demonstrate the streaming appliance storage, which accelerates the content delivery performance of the large-scale, High Definition quality content delivery service. It can also dramatically reduce the equipment/management costs and maintain a stable streaming service utilising Hitachi's original software technologies on the Microsoft Windows Media™ (TM) Server.

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Information Systems Group of Hitachi Europe Ltd. will be launching a new range of biometric solutions for the EMEA market for physical access control based on Hitachi Ltd's award winning Finger Vein Authentication technology. These biometric solutions work with a range of industry standard contact-less smart cards and provide standardised interfaces to existing security systems. The new system will be implemented at Hitachi's stand to show the practical applications of non invasive biometrics for access control in a corporate and data centre environment.

Finger vein pattern authentication is an original type of biometric technology developed by Hitachi. It is a core technology in the Hitachi Group security businesses and is already employed in a wide range of applications in Japan such as ATMs for financial institutions, door-access control and PC log-in control. Hitachi's award winning mu-chip RFID technology will be exhibited with a demonstration for the traceability of medical supplies.

The Display Products Group of Hitachi Europe Ltd. will demonstrate its range of innovative in-plane switching (IPS) LCD technologies suitable for applications including mobile phones and Digital Still Camera(DSC), industrial, automotive and medical products. The IPS LCD is a horizontal electric field type LCD that was developed by Hitachi. It is built around the simple movement of liquid crystal elements that revolve in parallel with glass substrates. This facilitates a wide viewing angle LCD, because changes in colour tone due to the viewing angle or gradation are so slight that the picture can be seen from any angle vertically or horizontally. Hitachi will demonstrate the following IPS LCD products: 2.98" WVGA IPS LCD, Adobe RGB 2.98" IPS, 2.4" world wide first transflective IPS, 1.29mm

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super slim IPS, RCCS (Low Power) Technology, a new 3D Panel, wide 9.2" IPS for automotive devices and a 21.3" UXGA IPS for medical applications.

Maxell Europe Limited will demonstrate not only products of today, but also future products developed using Maxell's state-of-the-art technologies, including a 130mm disc size holographic disc (300GB capacity with 160M bps transfer rate), SVOD (Stacked Volumetric Optical Disc) storage solutions and a digital pen that uses handwriting capture technology.

Maxell will also present a complete range of data/image storage solutions for consumers and professional customers. Products in this category include a full range of next generation DVD discs (Blu-ray and HD DVD discs); DVD recordable discs; CD recordable discs; computer tapes (DLT, LTO and DAT tapes); memory cards (Compact Flash, Secure Digital, Multimedia cards, USB drives); DVD discs and miniDV for Camcorders; batteries (coin cell and rechargeable batteries); and AV/PC accessories (headphones and maintenance products including a range of IPOD accessories).

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Notes to editors:

About Hitachi Europe Ltd.

Hitachi Europe Ltd., is a wholly owned subsidiary of Hitachi, Ltd., Japan. Headquartered in Maidenhead, UK, it has operations in 15 countries and employs 470 people across Europe, the Middle East and Africa. As a 'Best Solutions Partner' Hitachi Europe tailors its services and solutions to meet the specific needs of its customers. Hitachi Europe comprises eleven key business areas: power and industrial systems; rail; industrial components & equipment; information systems; high performance computing; digital media; display products; air-conditioning and refrigeration systems; procurement and sourcing; corporate technology group (research & development) and the Hitachi Design Centre. For more information about Hitachi Europe Ltd., please visit <http://www.hitachi-eu.com>.

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About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501 / NYSE:HIT), headquartered in Tokyo, Japan, is a leading global electronics company, with approximately 347,000 employees worldwide. Fiscal 2004 (ended March 31, 2005) consolidated sales totalled 9,027 billion yen (\$84.4billion). The company offers a wide range of systems, products and services in market sectors, including information systems, electronic devices, power and industrial systems, consumer products, materials and financial services. For more information on Hitachi, please visit the company's Web site at <http://www.hitachi.com>.

For further information please contact:

Press contacts:

Mr Masanao Sato

Hitachi Europe Ltd.

Tel: +44 1628 585379

E-mail: masanao.sato@hitachi-eu.com

Hitachi Data Systems: www.hds.com

Hitachi Medical: www.hitachi-medical-systems.co.uk

System Development Laboratory, Hitachi Ltd. <http://www.sdl.hitachi.co.jp/english/>

Information Systems Group, Hitachi Europe Ltd: <http://www.hitachi-eu.com/mu>

Display Products Group, Hitachi Europe Ltd: www.hitachi-displays-eu.com

Maxell Europe Limited: www.maxell.eu.com