

7th August 2007

HITACHI DEMONSTRATES WORLD LEADING TECHNOLOGIES AT IFA 2007

Hitachi Europe Ltd., Maidenhead UK – 7th August, 2007. At this year's IFA in Berlin, Germany 31st August – 5 September 2007, Hitachi will showcase its latest innovations for the consumer electronics industry. Hitachi will exhibit a range of products and solutions on an impressive 772m² stand in Hall 23, Stand 102. Hitachi will display a number of products that are world firsts, including the world's first Blu-ray disc camcorder and a one terabyte (TB) hard disk drive (HDD) that can hold more than a million e-books or 250 hours of high definition video.

"We have built up our presence at IFA significantly over the past few years and believe that it provides an excellent opportunity to display our latest technological advances in the consumer electronic field. We're proud and excited to be demonstrating a number of products this year that are world firsts – demonstrating our long-standing success as a leading innovator in this market. We continue to deliver technology and know-how that improve your life," said Sir Stephen Gomersall, Chief Executive for Hitachi in Europe.

Digital Media Group, Hitachi Europe Ltd. is launching a new generation of digital devices that push today's Blu-ray disc, high definition (HD) and projection technology to the maximum. Designed to give unsurpassed quality and the best possible user experience, these combine Hitachi's 'best ever' optical, processor and disc drive technologies in innovative new ways to deliver a range of outstanding camcorder, flatscreen and projector solutions that set new standards in quality, performance and convenience.

Hitachi will give home movies the Hollywood treatment with the launch of its Blu-ray disc camcorder, the world's first camcorder to store home movies in 1920 x 1080 Full HD on Blu-ray disc media and provide a seamless, end to end Full HD solution from capture, storage to output. Visitors will witness HD as movie makers and programmers intended thanks to the Hitachi's X-Series – a new flagship family of 1920 x 1080 HD resolution flatscreens that include 50 and 60 inch Plasmas with integrated 250GB HDDs.

For education and business, Hitachi launches CP-A100/ED-A100 LCD projector – the first in a radical new generation of LCD projectors with ultra short throw and high-angle capability – so it can be positioned just inches from the screen.

The original inventors of DVD CAMs and Hybrid DVD+HDD camcorders, Hitachi is the first to incorporate a built-in Blu-ray 8cm disc burner with the launch of its new Blu-ray disc Camcorder

combining the industries highest resolution 5.3 Megapixel CMOS image camcorder sensor with the awarding winning Hitachi Picture Master full HD processor and can playback direct to an HD flatscreen TV using HDMI output..

The Blu-ray disc camorder will join Hitachi's growing range of DVD and Hybrid Camcorders which also features the new high capacity Hybrid HDD+DVD camcorders, DZ-HS500E and DZ-HS501E that combine a 30GB HDD with a Multiformat+ DVD burner for up to 23 hours of recording in standard mode and simple, PC free DVD creation.

Showcased for the first time is Hitachi's X-Series – a new flagship family of 1920 x 1080 resolution flatscreen iDTVs. The first to feature Hitachi's groundbreaking Movie FRC 'cinema-to-TV' frame conversion for 'judder-free' action that's easier to watch; they offer unprecedented levels of realism and texture fuelled by Hitachi's acclaimed full HD 'Picture Master' processor.

The 50inch 50XRO1 and 60 inch 60XRO1 Plasmas take flatscreen features to a new dimension with the inclusion of a 250GB HDD and twin digital tuners. This facilitates ultra-convenient live-pause, programme planning, recording and playback for a totally integrated wall-mountable viewing solution. The range also includes the 37XO1, a 37inch IPS alpha LCD that offers unrivalled HD viewing and the best LCD viewing angles possible. The X-Series is the first family of products to be manufactured at Hitachi's new European manufacturing facility in the Czech Republic, to Hitachi's uncompromising quality standards.

Also on display at IFA is Hitachi's full 2007 range of 1080 flatscreens. This includes the recently introduced T-Series 1080 Plasmas and IPS LCD iDTVs, the first to incorporate Hitachi's revolutionary full HD Picture Master image enhancing technology; and the H-Series, which raised consumer expectations in the entry and mid-range flatscreen TV market when it delivered feature-rich 26 and 32inch LCDs, a 'full' HD 37inch LCD and an eye-catching 42inch 1080 Plasmas at irresistible new price-points.

A key focus for the show is Hitachi's new CP-A100/ED-A100 LCD projector which represents a totally new concept in projector technology. Its unique combination of advanced optics and mirrors creates a dramatically short fall and high angle capability allowing it to project undistorted, large-screen images while located only inches away from the screen.

Hitachi Global Storage Technologies (GST) will be displaying the world's first 1TB HDD at IFA 2007 -- the Deskstar 7K1000 HDD. Hitachi's 1TB HDD delivers high performance and demonstrated reliability, as well as capacity to meet the needs of the digital consumer who wants to create, share and store massive amounts of information. One terabyte holds up to 250 hours of high-definition video and more than a million eBooks.

Hitachi will be demonstrating the Deskstar 7K1000 HDD for consumer PCs, extreme gaming systems and external storage products and the CinemaStar 7K1000 HDD for DVRs and set-top boxes. Together, these hard drives offer "smart" features such as fast data throughput and bedroom-quiet acoustics that are tailored to the applications they serve.

The Hitachi 1TB HDD, along with the CinemaStar for slim DVRs, Travelstar for notebook and mobile applications and Endurastar for automotive applications, will be shown in the latest CE applications at IFA.

Display Products Group, Hitachi Europe Ltd. will demonstrate its range of innovative IPS LCD technologies, which are suitable for applications including mobile phones, digital still cameras and industrial products.

The IPS (in-plane switching) LCD is a horizontal electric field type LCD created by Hitachi. The simple movement of liquid crystal elements revolving in parallel with glass substrates has enabled the production of a wide viewing angle LCD, where changes of colour tone due to the viewing angle or gradation are so slight that the natural picture can be seen from any angle vertically or horizontally.

Hitachi will demonstrate the following products at IFA 2007: the BLC Super low power consumption, a new 3D Panel(3D Display), a 2.9-inch WVGA IPS, a Wide and High Definition (WVGA) IPS and a Super Slim(1.29mm) IPS.

Hitachi Software Engineering Europe (HSEE) will present selected products from its ICT range. FX Series is the latest Hitachi interactive whiteboard product available in Europe. FX uses a wireless (Bluetooth) system that ensures the most effective and the safest connections. A durable surface means it can also be used as a regular whiteboard. Added customisable functionality buttons enable quick and easy access to the whiteboard's key features.

Another product being demonstrated by HSEE is the T-17SXL panel, a compact, interactive SXGA resolution LCD display, which combined with the StarBoard Software suite of presentation and collaboration tools brings exceptional clarity to interactive presentations, meetings, lessons and lectures. The high-resolution 17" screen - 1280 x 1024 pixels, with 16,20,000 colours and great contrast provides a highly accurate interactive surface, ideal for demonstrating points precisely.

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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 500 people across Europe, the Middle East and Africa. Hitachi Europe tailors its services and solutions to meet the specific needs of its customers. Hitachi Europe comprises ten key business areas: power and industrial systems; rail; industrial components & equipment; information systems; 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>.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 384,000 employees worldwide. Fiscal 2006 (ended March 31, 2007) consolidated sales totaled 10,247 billion yen (\$86.8 billion). 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 website at <http://www.hitachi.com>.