

HITACHI TO SHOWCASE LATEST TECHNOLOGIES AT LONDON EVENT

- “*Hitachi Inspire Life*” highlights technology’s contribution to creating a more sustainable and secure society.
 - QE II Conference Centre, London – 20th – 21st February 2008

London – 20th February 2008. Under the banner of “Hitachi Inspire Life” The Japanese engineering and IT giant Hitachi is today staging an event to present the full breadth of its technologies to customers from all over Europe. This two-day exhibition will include demonstrations of some of Hitachi’s “future technologies” for the first time in Europe.

Its portfolio of technologies will be thematically presented in different zones constructed within London’s QEII Conference Centre. The title “*Inspire Life*” reflects Hitachi’s philosophy as a provider of high-quality products and solutions which create promote environmental sustainability and empower business to create a better society. The showcase encompasses different areas of society and business life from security, transport, power, climate change and the environment to interacting with cyber-space.

The focal point for the visitor will be a 20-minute interactive ‘walk-through’ experience, through zones representing home life, work, transport, the environment and future technologies.

Sir Stephen Gomersall, Chief Executive Europe for Hitachi, comments: “ Hitachi is becoming an increasingly global company, and this exhibition will show our commitment to bringing our best technology to Europe. We hope our customers and partners, old and new, will be entertained by the Inspire Life Experience, and have a better understanding of the broad range of our technologies and how they can improve people’s lives today and tomorrow”

Note

The *Inspire Life Experience* comprises several zones – the ‘Fabric of Life’ demonstrates how Hitachi technologies can help support a planet that is becoming ever-more densely populated; ‘Home Life’ is a lively introduction to some of Hitachi’s most innovative consumer products; ‘Work Life’ takes the visitor beyond the traditional four walls of the office to show Hitachi’s technology at work in other environments; and ‘Transport Life’ shows how Hitachi’s

automotive and rail technologies are working to improve every journey to benefit both individuals and the environment. The tour culminates in the Future Lounge, where visitors will be able to have first-hand access to Hitachi's future technologies.

Technologies within the Future Lounge include:

- **Brain Machine Interface** – demonstration of how it is possible to make a mechanical or computerised action happen by just thinking. This is an application of optical topography technology, where differences in the blood flow in the brain can be used to trigger an action.
- **3-D viewable display**- a portable technology that helps to convert 2-D images to 3-D without any rotation mechanism. The technology has the capability to transform the way people look at images on a flat screen or piece of paper. The application has the potential to dramatically enhance online shopping and offer future 3-D web communication.
- **Flood simulator** - simulator application that will display UK regions on a 3-D map and demonstrate a range of potential flood situations. The technology can be run on a standard PC and can be used to create an “integrated disaster prevention system”.

Within the major event will be a number of mini-events showcasing some of Hitachi's many European business groups. These include Hitachi Digital Media Group; Hitachi Display Products Group, Hitachi Global Storage Technologies, Hitachi Medical Systems, Hitachi Air Conditioning and Refrigeration Group and Maxell Europe.

The other zones will feature a vast range of Hitachi's latest technologies including its **Finger Vein ID**, the ultimate in biometric security that is used to protect identities and data, as well as providing secure automobile access. Hitachi will also be demonstrating its **SensorNet** revolutionary sensor technology, which cuts all power in an area when it is free of people, helping to conserve energy and protect the environment.

Alongside the exhibition, Hitachi Europe will be hosting two debates, one on the challenges around Climate Change and the other on Information Security / eGovernment. These will be produced in conjunction with political information specialists Dods and will each include influential thought leaders. Colin Challen MP, All-Party Parliamentary Climate Change Group will chair the debate on climate change and Andrew Miller MP, All-Party Parliamentary Technology Group will chair the round-table on information security.

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