

## Hitachi Display Products Group wins Assodel Award

*Voted best LCD supplier and manufacturer in Italy by Assodel*

**Maidenhead, UK. 6 September 2011** - Hitachi Display Products Group (DPG) has been voted best LCD supplier and manufacturer by Assodel, the Italian association of electronic component suppliers and distributors. Hitachi was presented with the prestigious award at the annual Assodel gala dinner held in Milan, Italy. Assodel has over 160 members, 410 customers and represents 95% of semiconductor and 70% of component distribution in Italy.

Introduced in 2003 by Assodel, its annual award ceremony is held for distributors to show their recognition and appreciation of the manufacturers that they believe have provided them with the best levels of service, support and product innovation. The award for the displays category was accepted by Fabio Munero and Stefano Borlini of Hitachi Display Products Group.

Fabio Munero, sales manager for Hitachi DPG in Italy commented "Hitachi Displays is very proud to receive this award and we would like to thank our distribution partners who are working to develop business with customers in the Italian market." He continued, "The Assodel Award is recognition from distributors and the local electronics community for Hitachi's focus on developing LCD modules dedicated to the industrial market."

Mark Stanley, sales and marketing manager Hitachi DPG added, "Italy is a key European market for us and we see this award as a great achievement. We look forward to continuing the positive and profitable relationships we have with our Italian distributors. Hitachi will continue to be fully committed to producing LCD modules with exceptional performance, high quality and long term availability enabling our distributors to respond to market demands and maintain the highest levels of support to their customers."

The Assodel Awards are awarded on the basis of a vote by members. Each manufacturer is rated on a number of criteria including innovation, product quality, after-sales support and technology. Hitachi DPG performed particularly well on the product quality and technology ratings. For more details and information on Assodel please visit: <http://www.fortronic.it/page.asp?pag=1319&ln=2>

# News Release

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## Notes to Editor

### **About Hitachi Display Products Group**

Hitachi Display Products Group (DPG) is part of Hitachi Europe Ltd. It is responsible for pan-European sales and distribution of Hitachi's leading liquid crystal display products. Offering a comprehensive range of monochrome and colour display component modules, the company supports customers in a range of sectors including mobile phone, medical, white goods, automotive and industrial industries. Hitachi Display Products Group offers a range of standard liquid crystal modules and is also able to develop and manufacture customised displays. For further information on Hitachi LCD modules, please visit the display products group web site <http://www.hitachi-displays-eu.com>

### **About Hitachi, Ltd.**

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2010 (ended March 31, 2011) consolidated revenues totalled 9,315 billion yen (\$112.2 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>

### **About Hitachi Europe Ltd.**

Hitachi Europe Ltd., is a wholly owned subsidiary of Hitachi, Ltd., Japan. Headquartered in Maidenhead, UK, it has operations in 11 countries across Europe, the Middle East and Africa and employs approximately 460 people. Hitachi Europe comprises of nine business areas: air conditioning and refrigeration systems; digital media and consumer products; display products; industrial components and equipment; manufacturing systems; information systems; power and industrial systems; power devices and procurement and sourcing. Hitachi Europe also has three Research and Development laboratories and a Design Centre. For more information about the company, please visit <http://www.hitachi.eu>

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