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## **Hitachi to support The Sainsbury Institute for the Study of Japanese Arts and Cultures**

**London, UK, March 22<sup>nd</sup>, 2013** – Hitachi Europe Ltd., a wholly owned subsidiary of Hitachi, Ltd. (TSE:6501) and Hitachi Solutions Europe Ltd., a wholly owned subsidiary of Hitachi Solutions, Ltd. today announced that it decided to donate 120,000 pounds to the Sainsbury Institute for the Study of Japanese Arts and Cultures. This donation will directly finance the Sainsbury Institute's development of an online and interactive English-language educational website. This web portal will enable school children across the world to learn about Japan's rich history and interact with its numerous archaeological treasures.

Hitachi and the Sainsbury Institute believe this online space will offer an easily accessible, teacher and student friendly website encouraging engagement with Japanese history and archaeology in the classroom. Other expected outcomes of the project will be;

- (1) A series of specially commissioned digital resources providing information and background for various themes and materials;
- (2) A large number of interactive elements (for example virtual excavations, virtual galleries, virtual tours of museums and landscapes – both urban and rural)
- (3) A means to create links between schools in Japan and elsewhere

Hitachi, as a global corporation believes in the importance of increasing cultural understanding across the globe. Hitachi's steadfast belief in contributing positively to each community where it operates alongside its over 100 year history in made it the perfect partner for the Sainsbury Institute's objective. Hitachi's commitment to social innovation by contributing to society through the

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development of superior and original technology is exactly aligned with the innovative approach and objectives of this project. The project is expected to be completed by September 2014.

Kiyoshi Yamamoto, Managing Director of Hitachi Europe Ltd. commented: Hitachi's experience as a global player has demonstrated the value of understanding different cultures. It is with this experience we are delighted to support and cooperate with the Sainsbury Institute the efforts of this interactive experience to teach future generations about Japan's rich culture and history, especially in the year of the celebration of the 400th anniversary of the start of diplomatic and cultural relations between Japan and Britain.

Yutaka Usuda, Chief Operating Officer of Hitachi Solutions Europe Ltd. commented:

We hoped that this website will help to foster new communication links between schools in both Japan and across the world and further display Hitachi's global commitment toward an improving society and strengthening future generations.

Mami Mizutori, Executive Director of the Sainsbury Institute commented; We are delighted the Institute is to be working with Hitachi to bring the wonders of Japanese cultural heritage to new generations of English-speaking school children around the world.

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

Hitachi Europe Ltd., headquartered in Maidenhead, UK, a subsidiary of Hitachi, Ltd., and its subsidiary companies offer a broad range of information & telecommunication systems; power and industrial system; rail system; digital media and consumer products; industrial components and equipment; air conditioning and refrigeration systems; manufacturing systems; and procurement and sourcing with operations throughout 12 countries across Europe, the Middle East and Africa. Hitachi Europe also has three Research and Development laboratories and a Design Centre. For more information, visit <http://www.hitachi.eu>. For more information on other Hitachi Group companies in Europe, please visit <http://www.hitachi.eu/>

**About Hitachi Solutions Europe Ltd.**

Hitachi Solutions Europe Ltd., headquartered in London, UK, is a subsidiary of Hitachi Solutions, Ltd, which is a core member of Information & Telecommunication Systems Company of Hitachi group and a recognized leader in delivering proven business and IT strategies and solutions to companies across many industries. The company provides value-driven services throughout the IT lifecycle, from systems planning to integration, operation and maintenance. Outside of Japan, the company conducts its business through three key subsidiaries, Hitachi Solutions America, Ltd., Hitachi Solutions Europe, Ltd. and Hitachi Solutions (China) Co., Ltd. For more information, please visit the company's website at [www.hitachi-solutions.com](http://www.hitachi-solutions.com).

**About The Sainsbury Institute:**

The Sainsbury Institute was founded in 1999 through the generosity of Sir Robert and Lady Sainsbury to promote knowledge and understanding of Japanese arts and cultures. In its second decade the Institute has formulated a renewed mission statement, which not only reflects the benefactors' intentions and is grounded in their original vision, but aims to expand its intellectual horizons.

The mission of the Sainsbury Institute for the Study of Japanese Arts and Cultures is to promote world class research and be a leader in the study of Japanese arts and cultures from the past to the present.

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