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Hitachi Demonstrates Advanced R&D Technologies for Urban Sustainability

Singapore, 27 June 2011 – Hitachi Asia Ltd. today demonstrated advanced urban solutions at the Urban Sustainability R&D Congress 2011 on 27 and 28 June 2011 in Biopolis.

As an exhibitor at the Congress, Hitachi showcased five innovative applications to address urban challenges. These are: the Earth Environment Monitoring, Wireless Network Technology for Social Infrastructure System, Energy-Saving Air Conditioning Control System, Large-Scale Video Surveillance System and Community Energy Management System.

Hitachi's advanced R&D technologies in urban solutions are highly reliable and scalable to cater to different urban needs. They also help to overcome constraints of nature through smart integration of a variety of technologies applied to social infrastructure systems.

For example, in Earth Environment Monitoring, Hitachi has developed a system which can forecast natural phenomena through integrated sensing data (satellite images) based on GIS (Geographic Information System). Urban planners will find the system beneficial to analyse rain patterns and conduct flood simulation for better management of resources.

Another urban solution is Hitachi's Wireless Network Technology which helps save energy in smart grid systems by measuring and optimizing electric power consumption, and also aids safety driving by providing timely information to drivers.

Hitachi believes these solutions echo the theme of the inaugural Urban Sustainability R&D Congress – Collaborate, Innovate and Integrate.

About Hitachi Asia Ltd.

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd., established in Singapore in 1989, operates across seven Asian countries (India, Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam). Business includes information systems, power and industrial systems, digital media systems, and international procurement. For more information about Hitachi Asia, please visit the website at <http://www.hitachi.com.sg> .

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 totaled 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> .

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