

14 June 2002, Asia

Hitachi Asia And Hitachi Data Systems Collaborate To Present Enterprise Systems Management Solutions For E-Business Infrastructures With Hitachi's JP1 At CommunicAsia 2002

Joint Efforts between Hitachi's Job Management Partner 1 (JP1) and Hitachi Data Systems Creates Symbiosis for Customers' IT Solutions

Hitachi Asia, Ltd. (Hitachi Asia) and Hitachi Data Systems Pte. Ltd. (HDS) the world's fastest growing storage enterprise provider and a wholly-owned subsidiary of Hitachi, Ltd. (NYSE:HIT), have come together to deliver customer IT solutions for enterprises operating mission critical systems. Visitors to the Hitachi booth at CommunicAsia 2002 can learn firsthand how Hitachi Ltd.,'s JP1 and HDS' TrueNorth™ strategy will work towards delivering the best-of-breed customer solutions.

With Hitachi's JP1 management solutions, enterprises are able to manage complex systems and job level functions automatically without incurring the compounded increases in cost of ownership. Combined with HDS' enterprise scale storage solutions, customers seeking improved asset effectiveness and operating performance will stand to benefit from the expertise and skills from this collaboration.

"Like all symbiotic relationships, our intention is to derive beneficial solutions from our partnership with Hitachi Data Systems, alliance partners and our customers," said Jun-ichi Kazama, General Manager, Information Systems Group, Hitachi Asia Singapore. "True partnerships are built on the exchange of information and skills that transcend traditional supplier-customer relationships with the end result being well-thought-out solutions that are competitive and effective," he added.

It takes 2...

Increasingly, customers today are facing the uncertainty and new competitiveness arising from globalization. This presents the need for enterprises to differentiate themselves. The result is specialization and refocusing on core activities. "In the real economy, customers need real solutions; every dollar spent on their IT infrastructure not only needs to be measured and justified, but it must show real tangible returns on that investment," said Patrick Lim, Vice President and General Manager for Hitachi Data Systems Ptd. Ltd "These are compelling reasons why customers today seek winning partnerships with suppliers," he concluded.

Hitachi at CommunicAsia 2002 - Booth # 6D3-01

Hitachi will be at CommunicAsia 2002 from June 18 – 21. Visitors to the Hitachi booth will be treated to free gourmet coffee all day and there will also be opportunities to win exciting prizes such as a Sony PDA, Hitachi VCR players, and t-shirts during the lucky draw sessions. Held at the end of every day, the draws will be open to all visitors. Entry forms for lucky draws will be available at the Hitachi mini-theatre.

Job Management Partner 1 (JP1)

JP1 version 6i is a web-enabled enterprise management solution that proactively promotes reliable, secure and scalable IT operations to better support business processes. Offering both total and point solutions, JP1 integrates users' systems management functions such as job management, network management, storage management, application management and service management enabling the best cost / performance and automation of complex tasks while streamlining entire IT systems.

Hitachi Data Systems' TrueNorth™ Strategy

TrueNorth™ is a customer-oriented vision and strategy for open information management designed to provide enterprise customers with freedom of choice in integrating products to manage their storage infrastructures while leveraging high-performance storage systems. It encompasses Management Framework, Hitachi's Freedom Storage™ Intelligent Systems and a Collaborative Business Model.

About Hitachi Asia Ltd.

Hitachi Asia Ltd. is a wholly owned subsidiary of Hitachi, Ltd. Established in 1989 as the regional headquarters in Singapore, it has ten offices in seven countries in Asia, excluding East Asia. The company offers a wide range of systems, products and services in market sectors such as information systems, power and industrial systems, digital media systems and consumer products. For more information about Hitachi Asia, please visit <http://www.hitachi.com/asia>

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