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Hitachi Showcases Smart City Concept at IGEM 2011

KUALA LUMPUR, Malaysia, September 1, 2011 – Hitachi Asia Ltd. today announced that it will show its Smart City concept at the upcoming International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM) 2011. The Smart City concept combines Hitachi's wide range of products, solutions and extensive experience to achieve a more sustainable society.

Since the 21st century, issues such as global warming, resource depletion, urban crowding, economic disparities, and an aging population have all come to the fore. The common need for all nations is to resolve these issues to ensure social sustainability.

In order to create a more sustainable society, Hitachi is strengthening and accelerating its global development of a "Social Innovation Business" which provides social infrastructures supported by highly efficient and highly reliable information and telecommunications technology. In particular, it is emphasizing the Asian Belt Zone ^(*), where markets continue to grow and increased interest is being seen in the areas of environmental preservation and the creation of social infrastructure.

"As the population grows, and with concentration of emerging economies in cities, there is an urgent need to create a low-carbon society at a global level. With Hitachi's extensive experience in urban systems and working with Japan's power utility companies, we introduced the Smart City concept to support infrastructure that sustain the next generation of cities," said Mr. Kiyoaki Iigaya, Deputy Managing Director of Hitachi Asia Ltd.

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The 21st century has brought with it new global trends in urban development. It is entering a new era against a backdrop of aging urban populations in developed economies, the concentration of emerging economies' populations in cities and calls for cities to overcome all these challenges. To meet these challenges, Hitachi offers comprehensive solutions combining social infrastructure systems for energy, transportation, and water with Intelligent IT to build next-generation cities---safe, convenient, comfortable living spaces that are environmentally conscious and address issues such as an aging society.

“Making cities smart involves adding intelligence to the infrastructure that supports urban activity and creating new value by integrating the operation of this smart infrastructure. Hitachi is building up a portfolio of the individual technologies that will be required to achieve this by looking at solutions in its various business sector,” added Mr. Iigaya.

The 72-square metre Hitachi booth (Energy Hall, H097-H104) will showcase Hitachi's business contributions and products to achieve the Smart City concept and ultimately a sustainable society.

The Hitachi booth at IGEM 2011 is a visual presentation of what a Smart City concept is about – sustainability. Visitors can expect to view products and solutions panel displays, video presentations and a diorama of Hitachi's Smart City concept, among others at the Hitachi booth. The warm embrace of the *Hitachi Tree*, which the booth is based on, represents “Hitachi Environmental Vision” and commitment to help reduce annual CO₂ emissions by 100 million tonnes by 2025 through Hitachi's products and services for the prevention of global warming.

Products and solutions on exhibit at IGEM 2011 include Hitachi's products and solutions in Smart Grid, Gas Turbine, Mini-LNG, Photovoltaic Wire, Environmental Conscious Data Center, Energy Saving Air Conditioning System for Data Center, Integrated Water and Power Plant, Intelligent Water, Wastewater Treatment Plants in Malaysia, Amorphous Transformer, Trolley System and Home Appliances.

IGEM 2011 will be held at the Kuala Lumpur Convention Centre (KLCC) from 7 – 10 September 2011. With increasing global awareness concerning climate change and environmental conservation, IGEM 2011 aims to provide an essential platform to feature innovation Eco-Products, green technologies and services.

*Note:

The Asian Belt Zone consists of countries and areas, totaled 24, such as but not limited to China, ASEAN countries, India, Middle Eastern countries and other countries located within the territory.

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>.

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>.