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Contacts:

Kazuko Amamoto

Hitachi Asia Ltd.

+65 6212 1797

[ccq@has.hitachi.com.sg](mailto:ccq@has.hitachi.com.sg)

## **Hitachi Launches the New Brand Campaign in ASEAN Countries**

“Tomorrow Together” campaign launched in Indonesia, Vietnam,  
Thailand, Malaysia and Singapore



**Singapore, December 21, 2012** --- Hitachi Asia Ltd. today announced the launch of its new brand campaign “Tomorrow Together” in ASEAN. This campaign aims to promote and reinforce Hitachi’s position as a leader in the Social Innovation Business in ASEAN countries including Indonesia, Vietnam, Thailand, Malaysia and Singapore

Mr. Kazuaki Otomo, General Manager, Corporate Communications Group of Hitachi Asia Ltd., said, “ASEAN is an important market for Hitachi’s overseas businesses and a focus region for its expanding Social Innovation. Through this brand campaign, we aim to introduce how Hitachi contributes to advance the society through our Social Innovation Business. ”

Evident through the campaign and its creative executions is Hitachi's expertise and support for its Social Innovation Business, which provides solutions to create "win-win" situations to enable Hitachi's customers and the wider society to meet their own goals for sustainable growth.

The campaign, featuring television commercials, newspapers, magazines and online, will run from now to March 2013.

For more information on Hitachi's "Tomorrow Together" campaign with each language portal, please visit your local site from below.

Indonesia <http://www.hitachi.co.id/eng/tomorrowtogether/>

Vietnam <http://www.hitachi.com.vn/eng/tomorrowtogether/>

Thailand <http://www.hitachi.co.th/eng/tomorrowtogether/>

Malaysia <http://www.hitachi.com.my/tomorrowtogether/>

Singapore <http://www.hitachi.com.sg/tomorrowtogether/>

#### **About Hitachi Asia Ltd.**

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd., established in Singapore in 1989, operates across six Asian countries (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. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 320,000 employees worldwide. Fiscal 2011 (ended March 31, 2012) consolidated revenues totalled 9,665 billion yen (\$117.8 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, industrial, transportation and urban development 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>.