

**FOR IMMEDIATE RELEASE**

## **Hitachi opens R&D center in Sao Paolo, Brazil**

*- Contribute to the application of IT in agricultural and mining industries  
and the expansion of Social Innovation Business -*

**Sao Paolo, Brazil June 5, 2013** - Hitachi, Ltd. (TSE:6501, "Hitachi") today announced the opening of the Hitachi Brazil Ltd., R&D Division (Hitachi Brasil Ltda., P&D Divisao, hereafter, "Hitachi Brazil R&D") in Sao Paolo, Brazil as a research center under Hitachi Brazil, Ltd. to efficiently promote the expansion of business directly linked with the regional needs of Brazil, which is experiencing continued high economic growth. Hitachi has already established six regional research bases worldwide to integrate and promote regional research and development in Japan, North America, Europe, China, South-east Asia and India. The establishment of Hitachi Brazil R&D forms the seventh base. The Brazil laboratory will be conducting research and development based on local needs as well as conduct collaborative research on advanced technologies with universities in Brazil, to contribute to the expansion of business in Brazil.

Hitachi has selected Brazil as a region for concentrating efforts to expand Social Innovation Business such as Information & Telecommunication Systems, Power Systems and Rail Systems. The activities of the Brazil laboratory will target the expansion of Brazilian business based on research and development taking advantage of characteristics particular to the region; the outline of which is described below.

### **1. R&D for new technology and products based on local needs**

Hitachi will conduct research in information technology for application in areas such as agriculture and mining which Brazil has a strong worldwide advantage. Specifically, the Brazil laboratory will conduct research and development on new technology and new products for the Brazilian market through big data analytics and applications in agriculture and mining while analyzing local needs, and linking these to improving productivity. The Brazil laboratory also intends to analyze issues in transportation and power supply in Brazil, and to conduct research and development to provide solutions.

### **2. Advanced research with universities in Brazil**

Hitachi Brazil R&D will enhance its regionally-based research through collaborative research with Brazilian universities to efficiently develop cutting-edge technology as well as by expanding its capabilities through the talented human resources in Brazil. Hitachi has already established relations with universities such as the University of Campinas (Universidade Estadual de Campinas), and with the establishment of the Brazil laboratory, intends to accelerate cooperation with other local universities, corporate and government entities.

Through the opening of the Brazil laboratory, Hitachi will accelerate the establishment of a locally-led R&D organization as well as business expansion, and through the full-scale entry of Social Innovation Business and the enhancement of existing businesses, contribute to progress in Brazil and the realization of a sustainable society.

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**About Hitachi, Ltd.**

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 326,000 employees worldwide. The company's consolidated revenues for fiscal 2012 (ended March 31, 2013) totaled 9,041 billion yen (\$96.1 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes infrastructure systems, information & telecommunication systems, power systems, construction machinery, high functional material & components, automotive systems and others.

For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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Information contained in this news release is current as of the date of the press announcement, but may be subject to change without prior notice.

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