

FOR IMMEDIATE RELEASE

HITACHI LAUNCHES GAZOPA FOR IPHONE APPLICATION

Tokyo, April 15, 2009 --- Hitachi, Ltd. (NYSE:HIT / TSE 6501) today announced the release of GazoPa for iPhone application (app). Available free at Apple's iPhone App Store, GazoPa for iPhone app allows users to search for similar images on the web by uploading any photo captured with camera on iPhone. This makes it possible for users to search for images similar to the items in front of them. Since GazoPa use image features such as color and/or shape, users can look for images without typing any words. This gives users easy and unique way of searching images on the web.

In addition, searching by user's drawing is also available on GazoPa for iPhone app, that is very popular feature at GazoPa.com. This search by drawing enables users to search for items that users have in their mind. Users only need to draw what they want to search when they feel difficulty in expressing them in words or have no photo related to those items. Hitachi's advanced similar image search technology allows users to find images similar to their drawing.

GazoPa for iPhone app also has a search option such as search by color, layout, shape and the ability to filter by size, video thumbnail. This gives users more chances to find their desired images. And GazoPa for iPhone app takes advantage of the advanced capabilities of the iPhone user interface and is a great way to search images on iPhone.

The GazoPa for iPhone app can be found by searching for 'GazoPa' in the iPhone App Store, or at this link if you have iTunes installed as follows,

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=307884092&mt=8>

About GazoPa

GazoPa is a Hitachi Web image search engine in private beta release, that uses features from an image to search for and identify similar images. In addition to images found using keyword searches, GazoPa enables the use of users' own photos and drawings, and images found on the Web, as search keys to locate similar images. GazoPa can support not only photos but also the search of video thumbnails. For more information on GazoPa, please visit its website at <http://www.gazopa.com>

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 390,000 employees worldwide. Fiscal 2007 (ended March 31, 2008) consolidated revenues totaled 11,226 billion yen (\$112.3 billion). The company offers a wide range of systems, products and services in market sectors including information systems, electronic devices, power and industrial systems, consumer products, materials, logistics and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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