

News Release

FOR IMMEDIATE RELEASE

Hitachi Launches Lumada Center Southeast Asia

To Offer IoT Solutions for Customers in Thailand and
Support Growth in the Eastern Economic Corridor (EEC)

Bangkok, September 17, 2018 – Hitachi Ltd. (TSE: 6501, “Hitachi”) and Hitachi Asia Ltd. today announced the launch of “Lumada Center Southeast Asia” (hereinafter, “Lumada Center”) at Amata City Chonburi Industrial Estate in Chonburi, as part of its broader efforts to support the national push towards “Thailand 4.0”.

This establishment is billed as Hitachi’s first Lumada Center set up in the world, which integrates successful Internet of Things (IoT) solutions from countries around the world, including Japan, China and the United States of America.

A key feature of Lumada Center is Hitachi’s IoT platform, ‘Lumada’, which is poised to deliver Hitachi’s advanced technologies by connecting and analysing customers’ data, supporting co-creation and creating new value through the utilisation of digital technologies such as big data analytics, artificial intelligence (AI), as well as information and communication technology (ICT).

Lumada Center offers IoT solutions that can facilitate the co-creation of customised digital solutions to suit different business needs. Through the use of data analytics and AI tools offered by Lumada Center to drive predictive and corrective maintenance, Hitachi aims to increase the operational productivity of factories across Thailand. The center’s range of solutions include AI analytics and life cycle support through IoT capabilities such as remote monitoring, as part of Hitachi’s aim to co-create with partners to establish the best customised solution.

This underscores Hitachi’s commitment to support Thailand’s push for a value-based economy driven by digitalisation, and to help partners in the private and public sectors resolve business and social challenges.

Mr. Toshiaki Higashihara, President & CEO of Hitachi, Ltd., said: “Hitachi regards Thailand as an important market – the country represents the largest share of our business operations across the ASEAN market. We are proud to launch Lumada Center Southeast Asia, as part of our efforts to support Thailand’s vision to create a

sustainable, value-based economy that is driven by innovation, technology and creativity. We will continue to contribute to Thailand's development, leveraging on our focus on co-creation with partners and the use of digital technologies as a key enabler to deliver positive outcomes for society, businesses and individuals across the country."

Mr. Kosuke Horiuchi, Managing Director of Hitachi Asia Ltd., said: "Through the rollout of Lumada Center, we hope to provide the necessary digital tools to help Thailand advance towards a skilled sector, and upwards to the next phase of the value chain."

Last year, Hitachi concluded an agreement with the Eastern Economic Corridor (EEC) Office on applying digital technologies including IoT technologies and the establishment of an innovative environment to promote the EEC development in the country.

Mr. Koji Tomita, Deputy Managing Director of Hitachi Asia Ltd., who spearheads Lumada Center, said: "With the Lumada IoT platform, Hitachi will closely work with customers to provide them with a variety of IoT solutions, which have been applied and proven in markets including Japan, China and the United States of America. Through the adoption of Lumada technology, customers can look forward to smarter factories with increased operational productivity and product quality, thereby achieving better business efficiencies."

Lumada Center features an IoT solution room, to showcase how Hitachi utilises its Operational Technology and Information Technology to achieve optimal results in the manufacturing process. The co-creation room is another key feature within the center, where Hitachi can better understand the needs of each unique client and collaborate through business analysis and service ideation, to create viable business solutions.

With the establishment of Lumada Center, Hitachi seeks to provide customised solutions for business partners in Thailand, with plans underway to bring this solution to countries across the ASEAN region in the future.

Exterior of Lumada Center



About Hitachi Asia Ltd.

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd., is headquartered in Singapore. With offices across seven Asean countries - Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam - the company is focused on its Social Innovation Business to answer society's challenges. Hitachi Asia and its subsidiary companies offer a broad range of information & telecommunication systems, power systems, social infrastructure & industrial systems, electronic systems and equipment, construction machinery, high functional materials and components, automotive systems, home appliances and others. For more information on Hitachi Asia, please visit the company's website at <https://www.hitachi.com.sg>.

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges, combining its operational technology, information technology, and products/systems. The company's consolidated revenues for fiscal 2017 (ended March 31, 2018) totaled 9,368.6 billion yen (\$88.4 billion). The Hitachi Group is an innovation partner for the IoT era, and it has approximately 307,000 employees worldwide. Through collaborative creation with customers, Hitachi is deploying Social Innovation Business using digital technologies in a broad range of sectors, including Power/Energy, Industry/Distribution/Water, Urban Development, and Finance/Social Infrastructure/Healthcare. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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.
