

Award Winning DC Inverter Utopia IVX

Hitachi Europe is pleased to announce the introduction of the New DC Inverter Utopia IVX bringing Variable Refrigerant Flow to the Utopia range of air conditioners.

The IVX is a very efficient product boasting an extremely high COP of 4.24 (8HP models) and is a further development on its predecessor which was presented with the "Shoene Taishou" (Energy Efficiency Award) by the Japanese Government.

The IVX is fully compatible with the Hitachi System Free series of indoor units and is suitable for twin, triple and quad split installations. The IVX uses Variable Refrigerant Flow allowing indoor units to be individually controlled, a feature normally only available with the SET FREE systems and yet at a fraction of the price.

The use of VRF leads to a reduction in the amount of energy used and therefore a decrease in running costs. This along with the reduction in the amount of refrigerant charged to the system means that the IVX is also more environmentally friendly. The New DC Inverter Utopia IVX will be the first of its kind when it is introduced to the market in January 2007 and is set to be a very successful product.

About Hitachi Europe Ltd.

Hitachi Europe Ltd., is a wholly owned subsidiary of Hitachi, Ltd., Japan. Headquartered in Maidenhead, UK, it has operations in 15 countries and employs 470 people across Europe, the Middle East and Africa. Hitachi Europe comprises eleven key business areas: power and industrial systems; rail; industrial components & equipment; information systems; high performance computing; digital media; display products; air-conditioning and refrigeration systems; procurement and sourcing; corporate technology group (research & development) and the Hitachi Design Centre. For more information about Hitachi Europe Ltd., please visit <http://www.hitachi-eu.com>.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 356,000 employees worldwide. Fiscal 2005 (ended March 31, 2006) consolidated sales totalled 9,464 billion yen (\$80.9 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 and financial services.

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Please note that the HITACHI Air Conditioning and Refrigeration Group also has an independent Web site address www.hitachiaircon.com