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Hitachi sponsors new London business iPhone app

LONDON, May 1st, 2012 - Hitachi is proud to sponsor the new 'On Business London' traveller app, designed specifically for people doing business in London as well as being an inspiring guide for Londoners.

Whether on a short trip into town or if this amazing city is one's normal place of work – the 'On Business London' app is designed to help everyone on business in London.

The 'On Business London' iPhone app helps users quickly find the perfect hotel or meeting venue, an inspired place for client drinks or entertainment, or the best places to shop and relax in time off. It is then possible to record these to a personal itinerary using the app Planner and sync with iCal.

On Business London App Highlights Include:

As one of the only iPhone apps with built-in TFL functionality for live travel information, it has everything needed for getting around town or simply just getting back to one's hotel – with the 'get me home' button. Location maps are accessible offline, avoiding expensive roaming bills and the augmented reality functionality helps to find out what's in the immediate vicinity.

With the 'On Business London' iPhone app, everything for doing business in London is now right in the palm of the user's hand.

Features:

- Live TFL travel information
- Planner helps users build their personal itinerary and then syncs with iCal
- Access to London's best meeting locations
- Offline maps of London streets and public transport
- The essential guide on where to meet, stay, eat, drink, shop, relax or entertain in London
- Refine results by categories such as budget, type of business group, interest and mood
- "Assistant" recommends places to prepare for an important meeting, helps book a taxi or get back to one's hotel with the 'get me home' button
- Augmented reality, to find out what's in the immediate vicinity
- Sharing London experiences via Twitter, Facebook and LinkedIn
- Searchable, GPS-linked listings mean you can sort points of interest by distance from your location
- Bookings can be made directly from the app and synced with your iCal calendar directly via the built-in planner.

Hitachi is proud to sponsor the 'On Business London' App

Hitachi aims to improve society through technology. The company embraces emerging technologies and new ideas, acting as a catalyst for progress. Hitachi keeps great cities like London moving. Leading the way in transport innovation, greener data storage, construction machinery and power generation. Hitachi supports the beating heart of the economy - no more so than in 2012, when Hitachi Class 395 trains will transport spectators and athletes to and from the Olympic Village in East London.

About Hitachi, Ltd.

Hitachi, Ltd., (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2009 (ended March 31, 2010) consolidated revenues totaled 8,968 billion yen (\$96.4 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban 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>.

About Hitachi Europe Ltd.

Hitachi Europe Ltd., is a wholly owned subsidiary of Hitachi, Ltd., Japan. Headquartered in Maidenhead, UK, it has operations in 12 countries across Europe, the Middle East and Africa and employs approximately 626 people.

Hitachi Europe comprises of eight business areas: rail systems; power and industrial systems; information systems; digital media and consumer products; industrial components and equipment; air conditioning and refrigeration systems; manufacturing systems; and procurement and sourcing. Hitachi Europe also has three Research and Development laboratories and a design centre. For more information about the company, please visit <http://www.hitachi.eu>.

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