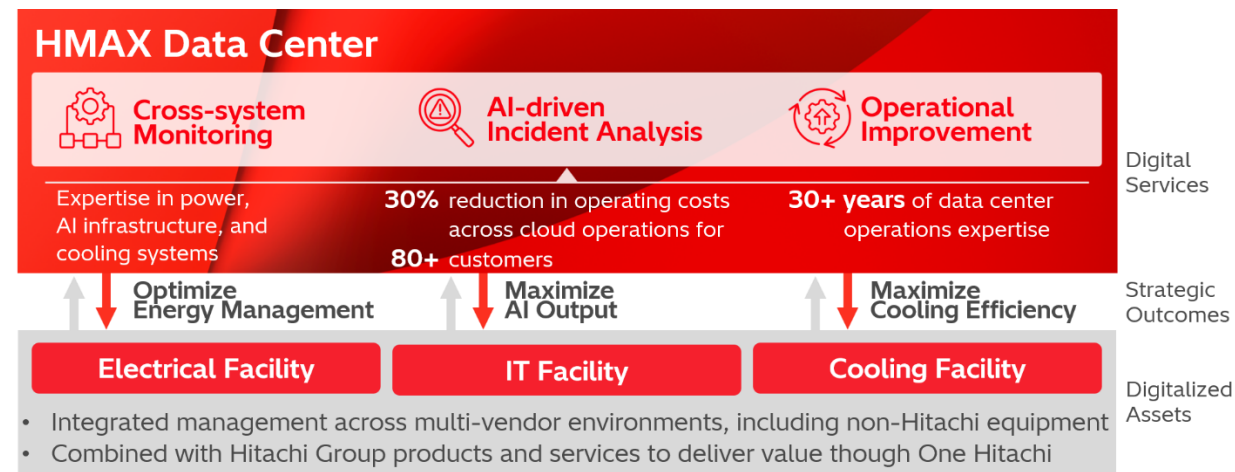


Hitachi launches HMAX Data Center, a suite of solutions for integrated data center infrastructure operations

Leveraging Physical AI to autonomously optimize power, cooling, and IT infrastructure operations, to improve reliability and reduce operational costs



Overview of HMAX Data Center

Tokyo and Santa Clara, Calif., September 3, 2026 - Hitachi, Ltd. (TSE:6501, "Hitachi") today announced the launch of HMAX Data Center, a portfolio of solutions designed to support more sustainable data center operations. HMAX Data Center provides integrated capabilities spanning energy, IT, and cooling infrastructure, enabling AI-powered autonomous operations, maintenance, and overall optimization across data center infrastructure.

As AI adoption accelerates, growing data center demand is increasing the energy required for server operation and cooling, creating new sustainability challenges. At the same time, infrastructure operations are becoming more complex as IT workloads and facility operations increasingly affect one another, while siloed operating models make it difficult to improve efficiency and maintain stable operations.

To address these challenges, Hitachi is bringing together HMAX Data Center, a portfolio of solutions developed under the leadership of its Strategic SIB Business Unit, leveraging One Hitachi's strengths across IT, OT, and products. As the first offering, Hitachi is launching its core integrated data center management service, "HARC for Data Center", initially for customers in North America. Built around HARC[†], which has helped improve cloud operations for more than 80 customers globally, the service combines the Hitachi Group's operational expertise and Physical AI to provide integrated monitoring of multi-vendor power, IT, and cooling infrastructure, correlation analysis and recommended responses to failures across systems, and ongoing support for operational improvement.

Hitachi will expand the HMAX Data Center portfolio through co-creation with customers and partners. Future solutions will aim to optimize data center operations holistically, including the optimization of energy utilization across grid power, on-site generation, and battery storage systems; enhanced cooling efficiency; predictive anomaly detection; maximized processing performance through IT workload optimization; and optimized facility utilization through capacity management. By combining HMAX Data Center with the Hitachi Group's proven data center capabilities, including Hitachi Energy's industry-leading energy products and solutions, Hitachi will support integrated and increasingly autonomous data center operations while advancing AI transformation for customers and society.

*1 About Hitachi Application Reliability Centers (HARC):[Application Reliability Centers - Hitachi Digital Services](#)

Comment from Jun Taniguchi, Senior Vice President and Executive Officer, CEO of Strategic Social Innovation Business Unit, Hitachi, Ltd.

"Sustainable data centers require integrated control across infrastructure systems, rather than improvements to individual assets alone. The Hitachi Group brings together products, services, and operational expertise spanning energy, cooling, and IT workload management. By combining these strengths through Physical AI, HMAX Data Center represents a first step toward a new data center operating model. Together with customers and partners, Hitachi will help optimize data center operations and help build the infrastructure needed for an AI-driven society."

Key Features of the Service

HMAX Data Center is a new category within HMAX by Hitachi, a next-generation suite of solutions that brings the power of AI to social infrastructure. The first offering within HMAX Data Center, HARC for Data Center, uses a platform-and-services approach. This enables Hitachi's operations and maintenance specialists to work closely with customers to improve operational performance through an integrated operations platform. Built on HARC's proven track record of reducing customers' cloud operating costs by approximately 30%, the service aims to deliver similar value in data center operations.

Using operational data from IT infrastructure and various systems (power and cooling, energy management, safety, security, and environmental monitoring), the service provides integrated observability across the entire data center. A unified dashboard for monitoring IT and OT security together with security anomaly detection rules supports safe and reliable operations. Should an incident occur, AI-powered anomaly detection and HARC's cross-domain analysis help identify potential equipment issues, operational risks, and service impacts early. Through correlation analysis of alerts, equipment conditions, and interdependencies across infrastructure and systems, the service supports response activities from anomaly detection and root cause identification to countermeasure recommendations, escalation, and recovery. The service also supports post-incident reporting and continuous improvement activities, helping prevent recurrence, enhance operational resilience, and improve service levels across the data center.

Pricing and Availability of the HMAX Data Center Integrated Data Center Management Service

Service Name	Availability	Service Description	Pricing
HARC for Data Center	North America: Available for customer engagements from September 3, 2026 Provider: Hitachi Digital Services	A service that provides integrated monitoring of power, IT, and cooling infrastructure, AI-driven failure analysis and countermeasure recommendations, and ongoing support for operational improvement.	Pricing available upon request

Introduction at Hitachi Social Innovation Forum 2026 JAPAN

This solution will be showcased at "Hitachi Social Innovation Forum 2026 JAPAN" held from September 3rd (Thu) to 4th (Fri) in Tokyo. Learn more about the exhibition at “EX01: Hitachi Data Center Solutions for Enabling an Environmentally Harmonized Society”, "EX16: Operations Optimization Solutions for Solving AI-Era Data Center Challenges.” For more information on "Hitachi Social Innovation Forum 2026 JAPAN", please visit the official website at: <https://www.service.event.hitachi/en/regist/>

About [HMAX](#) & [Lumada](#)

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About Hitachi, Ltd.

Through its Social Innovation Business (SIB) that brings together IT, OT(Operational Technology) and products, Hitachi aims to be a global leader in continuously transforming social infrastructure through digital, contributing to a harmonized society where the environment, wellbeing, and economic growth are in balance.

Hitachi operates worldwide across four sectors – Digital Systems & Services, Energy, Mobility, and Connective Industries – as well as a Strategic SIB Business Unit focused on new growth areas. With Lumada at its core, Hitachi creates value by combining data, technology and domain knowledge to solve customer and social challenges.

Revenues for FY2025 (ended March 31, 2026) totaled 10,586.7 billion yen, with 606 consolidated subsidiaries and approximately 290,000 employees worldwide. Visit us at www.hitachi.com.

Business Contact

HMAX Data Center Contact:

hmax-dc@hitachidigital.com