

News Release

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HITACHI INTRODUCES ADVANCED INDUSTRIAL AC VARIABLE FREQUENCY DRIVES FOR FANS, PUMPS, CONVEYORS AND MORE

TARRYTOWN, NY, March 1, 2011 -- Hitachi America, Ltd., Industrial Components and Equipment Division, today announced the introduction of the L700 Series of Industrial AC Variable Frequency Drives. The L700 significantly expands on the performance, capabilities and functions of its predecessor, the L300P.

Hitachi has broadened the applicability of this series by incorporating the improved sensorless vector (SLV) control algorithm that was first developed for the SJ700 series. This allows the L700 to develop 150% torque at 0.5 Hz, ideal for a wide range of applications beyond just fans and pumps. The L700 also has a number of features built in that make the commissioning process quick and trouble-free.

Another notable upgrade in the L700 is Hitachi's EzSQ (Easy Sequence) built-in programming function, which actually provides the functionality of a PLC built into the inverter. In many cases, the need for a separate PLC can be eliminated due to this internal capability. The program is developed on a PC and then downloaded to the inverter, using the simple-to-use EzSQ software provided at no charge.

Hitachi has designed many other new and helpful features into the L700 Industrial AC Variable Frequency Drive, such as the patented micro-surge voltage suppression (to protect the motor winding insulation), advanced trip avoidance functions, configurable sink/source logic on digital inputs, built-in dynamic braking circuit in models up to 30 hp (22 kW), a built-in EMC filter in models up to 200 hp (160 kW), and much more.

The L700 also has features customers have come to expect from Hitachi Variable Frequency Drives, such as built-in RS485 Modbus/RTU communication, and options for other communications networks, such as Ethernet Modbus/TCP, DeviceNet, Profibus and LonWorks. The L700 can be configured via the front-mounted keypad or using Hitachi's ProDrive PC-based software.

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A true global product, the L700 carries CE, UL, cUL and c-Tick marks, and is RoHS compliant.

For further information contact Hitachi at inverterinfo@hal.hitachi.com or visit us online at www.hitachi-america.us/inverters

About Hitachi

Hitachi America, Ltd., headquartered in Tarrytown, New York, a subsidiary of Hitachi, Ltd., and its subsidiary companies offer a broad range of electronics, power and industrial equipment and services, automotive products and consumer electronics with operations throughout the Americas. For more information, visit www.hitachi-america.us. For information on other Hitachi Group companies in the United States, please visit www.hitachi.us

Hitachi America, Ltd., Industrial Components and Equipment Division supplies a broad range of sophisticated electrical and electronic components for application in pharmaceutical plants, food and beverage processing plants, chemical plants and other manufacturing facilities.

Hitachi, Ltd., (NYSE: HIT / 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 www.hitachi.com.

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