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HITACHI INTRODUCES INVERTERS FOR ELEVATOR CONTROL

TARRYTOWN, NY, August 13, 2004 -- Hitachi America, Ltd., Power and Industrial Division, today announced the SJ300-EL Series of Inverters that are specialized for elevator controls. The SJ300-EL features fully tunable Sigmoid (“S” letter) acceleration and deceleration function. Acceleration and deceleration start/end ratio and time are settable independently for each multi-speed step. Variable ASR (Automatic Speed Regulator) gain setting function enables stable operation with high-gain setting at stopping or slow speed, low-gain at high-speed steady run. Up to 8 points can be set.

For smoother operation, the SJ-300-EL controls starting torque with a feedback signal from the load cell. Braking frequency and release frequency are independently settable. For customized specification, battery-backup is also possible. Please provide specifications of battery or UPS to Hitachi for review. In case of a malfunction of the pulse generator, the SJ300-EL automatically changes its control method from vector control to SLV or V/Hz and continues operation.

For more information, please contact www.hitachi.us/inverters or inverterinfo@hal.hitachi.com.

Hitachi America, Ltd., Power & Industrial Division supplies a broad range of Industrial and Power generation products and services. The division supplies major equipment to power generation and distribution facilities, including hydroelectric, thermal and nuclear power plants. The division also supplies sophisticated industrial equipment and components for application in pharmaceutical plants, food & beverage processing, steel making, mass transit systems, chemical plants, and other manufacturing facilities.

Hitachi America, Ltd., a subsidiary of Hitachi, Ltd., markets and manufactures a broad range of electronics, computer systems and products, and consumer electronics, and provides industrial equipment and services throughout North America. For more information, visit <http://www.hitachi.us>.

Hitachi, Ltd., (NYSE: HIT), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 326,000 employees worldwide. Fiscal 2003 (ended March 31, 2004) consolidated sales totaled 8,632.4 billion yen (\$81.4 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. For more information on Hitachi, please visit the company's Website at <http://www.hitachi.com>.

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