

**InfoComm Booth #2537
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**HITACHI UNVEILS HITACHI ONEVISION DEALER PARTNERSHIP NETWORK AT
2004 INFOCOMM SHOW**

*--Hitachi OneVision Dealer Network Underscores Company's Commitment To Service By Offering
Discounts On All Hitachi Business Products To Participating Network Dealers--*

ATLANTA, GEORGIA, www.hitachi.us, June 9, 2004 – Moving boldly to create unprecedented new business opportunities for all Hitachi business product dealers, the Digital Media Division of Hitachi America, Ltd., Hitachi Software, the Ubiquitous Business Solutions division of Hitachi Data Systems, and Hitachi-Denshi — all subsidiaries of Hitachi, Ltd., Tokyo, Japan (NYSE: HIT) — today introduced the Hitachi OneVision Dealer Partner Network at the 2004 InfoComm Show in Atlanta, Georgia.

Unique to the marketplace, the Hitachi OneVision Network is a new dealer support program offering significant savings to dealers and systems integrators of Hitachi

equipment who choose to join the OneVision Network. The program will also include a comprehensive technology training and support program for consultants.

Hitachi OneVision brings together the products, services and expertise offered by Hitachi business unit and enables systems integrators carrying products offered by any one of these Hitachi divisions to qualify for savings on products manufactured by other Hitachi divisions.

“Hitachi OneVision leverages our core strengths in all product categories in a way that immediately benefits every link in our distribution system--integrators, dealers, and end-users,” says Pete Denes, director of sales for Hitachi America, Ltd., Digital Media Division. “Hitachi is one of the few companies that has the ability to offer a completely integrated presentation and information system solution that includes projectors, interactive whiteboards and software, monitors, and broadcast quality cameras.”

Hitachi OneVision makes it possible for any Hitachi dealer to custom-configure an integrated, advanced communications system that delivers both high performance and high performance value. Hitachi dealers and integrators can now provide more comprehensive systems for their customers at a fraction of the cost. At the same time, Network dealers can earn referral fees for bringing new dealers into the OneVision partnership.

“Being on the cutting edge of technology does not translate into value for the customer without a steadfast commitment to service,” Denes adds. “While Hitachi continues to push the envelope from a technology standpoint, we are equally focused on providing added benefits to our customers.”

About the Ubiquitous Business Solutions division of Hitachi Data Systems:

Hitachi Ubiquitous Business Solutions supplies wireless, thin client tablet solutions to OEMs, value-added resellers, system integrators, and distributors. Targeted toward commercial industries - such as Healthcare, Hospitality, Home Management, Pharmaceuticals, and Manufacturing - the VisionPlate feature set includes intuitive configuration, seamless integration, ease of use, and full customizable server-based solutions support. For more information on Hitachi's solutions or its VisionPlate thin client, please call 1-800-340-7549 or visit us at <http://www.visionplate.com/>.

About Hitachi-Denshi:

Hitachi Denshi America, Ltd. designs, manufactures and markets video cameras for the broadcast television, cable, video production, and industrial markets. For more information, please call 516/921-7200 or contact Hitachi's web site at www.hdal.com. Full versions of all press releases are posted on the web site.

About Hitachi Software:

Founded in 1971, Hitachi Software Engineering is a major global supplier of solutions-oriented IT services, employing over 8,000 people worldwide with current sales of over \$1.6 billion annually. Hitachi Software provides services using technology to enhance its customers' businesses through value-added professional services, consulting and support; and state-of-the-art multi-media presentation & conferencing systems.

About Hitachi America, Ltd., Digital Media Division:

Hitachi America, Ltd., Digital Media Division, supplies high-performance multimedia products to OEMs, value-added resellers, system integrators and distributors. The division's products include LCD/LCOS projectors and color laser beam printers.

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, 2003) consolidated sales totaled 8,634.4 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 Web site at <http://www.hitachi.com>.

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