

**FOR IMMEDIATE RELEASE**

**Development of 3D human image transmission technology with 360 degree viewing  
-- On exhibition at CEATEC JAPAN 2004 from 5<sup>th</sup> October --**

Tokyo, October 4, 2004 ---Hitachi, Ltd. (NYSE:HIT / TSE:6501), has developed 3D human image transmission technology with 360 degree viewing. The first model will be on exhibition at CEATEC Japan 2004, to be held in Makuhari Messe, from 5<sup>th</sup> October. This technology enables the image of a person (upper half) to be displayed in real-time on a three-dimensional display located at a distance. It achieves what until now has only been a scene in a science fiction movie, of talking to a three-dimensional image of a main character from a distant location.

Three-dimensional display is one of the technologies expected to be achieved in the 21<sup>st</sup> century. Already, optical technology such as holography<sup>\*1)</sup> can reproduce images taken beforehand or prepared by computer graphics. However, technology to transmit movement in 3D had yet to be achieved. In February 2004, Hitachi announced the development of an all-around 360 degree 3D display, and was received as quite a sensation. This display employed a simple method of using mirrors which reflected images taken from 24 angles. The system had the ability to transmit a 3D image in real-time, which could be achieved by using a camera system recording images from 24 angles, and transmitting the images to the 3D display, however, there was a limit on the size of the object which could be imaged (approx. 10cm), and thus at that stage in development, only hinted at future possibilities.

Hitachi has now successfully developed an imaging system, capable of imaging a human being, and transmitting this information to a distantly located 3D display in real-time. Using broadband communication to continuously transmit the 24 images taken, it is now possible to send a 3D human image to a 3D display located anywhere in the world.

In achieving this technology, a new door of possibilities has been opened: an obvious application is 3D telephone; for businesses, virtual conferences with global partners; in entertainment, 3D performances by artist, etc. This technology, developed by Hitachi, achieves what has been a scene in a science fiction movie, the “transmission of 3D human image.”

The first model of the 3D human image transmitting system will be on exhibition from 5<sup>th</sup> October, at CEATEC Japan 2004, to be held in Makuhari Messe, Chiba, Japan.

■ Notes:

- \*1) Holography: An image is captured as an interference pattern at the film. Light produces interference pattern on film which contains both intensity and phase information about the object. By providing laser light, it is possible to reconstruct the image.

**About Hitachi, Ltd.**

Hitachi, Ltd., (NYSE:HIT/TSE:6501) 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 Web site at <http://www.hitachi.com>.

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