

Hitachi Starts Business for Windows CE .NET Mobile Devices

LAS VEGAS, January 7, 2002 -- Hitachi, Ltd. (TSE: 6501, NYSE: HIT) today announced its plan to start a business for mobile devices employing the new Microsoft operating system (OS), Windows CE .NET.

Windows CE .NET is a robust real-time OS for rapidly building the next generation of smart mobile devices. Windows CE .NET provides scalable wireless platforms to flexibly connect mobile devices into existing infrastructure and utilize core OS services for the most demanding real-time embedded designs.

Hitachi will start a business for Windows CE .NET mobile devices and will also survey related service to ascertain its viability and long term opportunities.

“As a member of Microsoft’s Rapid Development Partner Program, Hitachi was able to jump start the development of its new Windows CE .NET-based mobile device,” said Todd Warren, general manager of the Embedded and Appliance Platforms Group at Microsoft Corp. “The rich multimedia, networking and connectivity features in Windows CE .NET will enable Hitachi to quickly and cost-effectively create innovative and smart mobile devices that will provide a rich customer experience.”

Hitachi will exhibit a prototype of the company’s new mobile device at 2002 The International Consumer Electronics Show (CES) beginning January 8, 2002 in Las Vegas, Nevada.

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About Hitachi

Hitachi, Ltd., headquartered in Tokyo, Japan, is one of the world's leading global electronics companies, with fiscal 2000 (ended March 31, 2001) consolidated sales of 8,417 billion yen (\$67.9 billion*). The company manufactures and markets a wide range of products, including computers, semiconductors, consumer products and power and industrial equipment. For more information on Hitachi, Ltd., please visit Hitachi's Web site at <http://global.hitachi.com>.

*At an exchange rate of 124 yen to the dollar.

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