

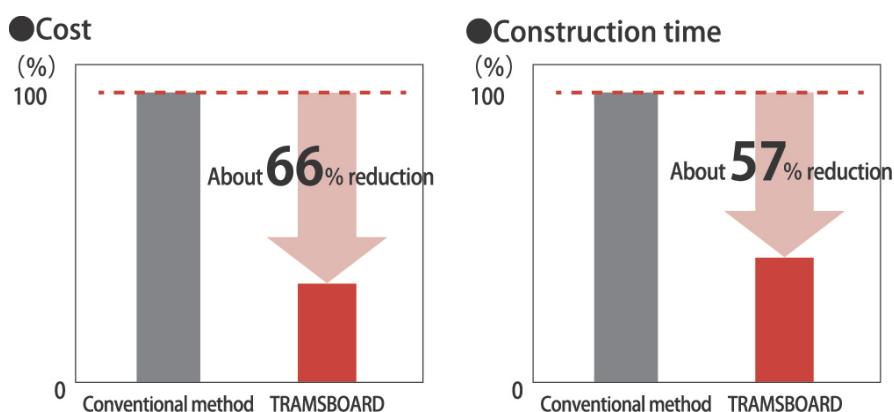
**Launch of TRAMSBOARD,
a Power-Supply Automation Control System,
Effectively Utilizing Emergency Power Generators during Blackouts**

Supporting reinforced business continuity plans (BCPs) by cutting half of the cost and time required for installing or reinforcing conventional emergency power generators

Tokyo, July 15, 2015 --- Hitachi, Ltd. (TSE:6501, "Hitachi") and Mitsui Fudosan Co., Ltd. (TSE:8801, "Mitsui Fudosan") have recently jointly developed TRAMSBOARD, a power-supply automation control system, to act as a surplus power supply for emergency use during power outages, capable of powering places such as company workspaces. Hitachi will launch sales under its name from today.

Emergency power generators are used for security purposes to power lighting, air conditioning or the like, or for disaster use to power sprinklers or fire extinguisher pumps. If a power outage occurs without a fire, it is unnecessary to power disaster-use devices like sprinklers, leaving a forecast of 50% to 60% power capacity remains as surplus power. This system has focused on the power used during disasters to effectively use power.

Installing this system strengthens building and corporate BCPs by supplying power to the workspaces of tenants, such as companies and disaster response offices, when power outages occur without a fire. There is no need for reinforcement construction, which has been required until now for large-scale emergency power generators, thus in the case of existing buildings, system construction can be implemented at half the expense and in half the time required for conventional systems.



This system was developed for the purpose of maximizing the use of power from existing emergency power generators by combining Hitachi's engineering capabilities related to the building management systems and Mitsui Fudosan's expertise in the building operation disaster readiness and BCP supports. Hitachi and Mitsui Fudosan have started surveying the state of equipment in multiple properties ahead of installing this system. Going forward, the system will be proposed for office buildings, medical facilities and public facilities, a support will be given to the strengthening of building and company BCP to contribute to Urban Development Resilient against disasters.

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges with our talented team and proven experience in global markets. The company's consolidated revenues for fiscal 2014 (ended March 31, 2015) totaled 9,761 billion yen (\$81.3 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes power & infrastructure systems, information & telecommunication systems, construction machinery, high functional materials & components, automotive systems, healthcare and others. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

About Mitsui Fudosan Co., Ltd.

Mitsui Fudosan is the largest Japanese developer and manager of real estate with a comprehensive portfolio of residential, office and commercial space as well as logistics and hotel properties. Listed on the first section of Tokyo Stock Exchange, Mitsui Fudosan is the largest developer in terms of sales of 1,529 billion yen and gross commercial leasable area of 4.67 million m² in Japan for fiscal 2014 (ended March 31, 2015).

Drawing on Mitsui Group's 340 year heritage of commitment and dedication, Mitsui Fudosan is a market leader of innovation in urban redevelopment projects to create functional and stylish communities. For each project, Mitsui Fudosan manages the whole process from research and design, build and develop, and manage and operation. For more information on Mitsui Fudosan, please visit the company's website at <http://www.mitsuifudosan.co.jp/english/index.html>.

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Information contained in this news release is current as of the date of the press announcement, but may be subject to change without prior notice.
