

**FOR IMMEDIATE RELEASE (23/01/06)**

## **HITACHI LAUNCHES “BladeSymphony” IN KOREA**

Hitachi, Ltd., Information and Telecommunication Systems Group (Group Leader & CEO: Kazuo Furukawa; hereinafter “Hitachi”) today announced the launch of its new integrated service platform “BladeSymphony” in Korea.

BladeSymphony will be provided in Korea by LG Hitachi, Ltd. (CEO: Ki-Dong Lee; hereinafter “LGH”), a joint company of LG Corporation (CEO: Bon-Moo Koo; hereinafter “LG”) and Hitachi.

Hitachi is attempting to promote sales of its blade server products, which are aimed at corporations and organizations such as public institutions and Internet service companies, in order to achieve a 15% share of the Korean blade server market by 2009.

As part of the global development of its IT platform business, and following the launch of its server systems business in North America announced last November, Hitachi is now planning to develop its server systems business in Korea, an internet-advanced country whose enterprise systems market is expected to grow, focused around BladeSymphony.

The BladeSymphony product series has been available on the Japanese market since its original launch in 2004. More than 100 systems have been shipped as alternatives to mainframes and UNIX® units for mission critical applications in industries such as finance and telecommunications.

Hitachi is collaborating with LGH in the planning of business strategy, including sales, marketing, and the development of customers and business partners, as well as the establishment of a support structure to deliver high-quality service. Hitachi also provides LGH with technical support, sharing its accumulated knowledge on system consulting and management. Hitachi will continue to actively expand its server systems business in Korea in cooperation with LGH.

The major benefits of Hitachi's BladeSymphony include:

- Multi platform capability for server consolidation
  - Supports the latest Microsoft® Windows Server™ 2003 and Red Hat Enterprise Linux
  - Accommodates both the Intel® Xeon® Processor and the Intel® Itanium®2 Processor in the same chassis
  - Easy and flexible server management with Hitachi's management software
- Adoption of the latest technologies
  - The world's first unique hardware-based virtualization working with Intel® Virtualization Technology on Intel® Itanium®2 Processor, making full use of computing resources
  - Ability for both scale up and scale out for performance enhancement and optimization
  - The world's first adoption of FSB 667 MHz Intel® Itanium®2 Processor based server module

For more information about Hitachi blade servers, visit  
[http://www.hitachi.co.jp/products/bladesymphony\\_global/](http://www.hitachi.co.jp/products/bladesymphony_global/)

**LG Hitachi Co., Ltd.**

Founded: September 2, 1986

Shareholders: Hitachi, Ltd. 51%, LG Corp. 49%

Business: Promoting sales of Hitachi's IT products and solutions  
e.g. storage, networks, middleware

For more information on LG Hitachi, visit <http://www.lghitachi.co.kr>

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