

FOR IMMEDIATE RELEASE

## **Basic Agreement with Bridgestone towards Hitachi's Commercial Application of Electronic Paper Displays**

TOKYO, Japan, March 15, 2006 --- Hitachi, Ltd. and Bridgestone Corporation have reached a basic agreement to mutually cultivate the market for electronic paper display solutions and to strive towards the commercial application of the displays. The agreement pertains to such elements as joint marketing efforts and the stable supply of display modules.

Electronic paper display is ultra-thin and lightweight and combines the conveniences of both paper and digital media by realizing long-life operation via battery, and adopting a display module that has image retention ability and the drive, wireless communications circuit and memory embedded in. As the image display doesn't require electricity to run and the contents can be transmitted wirelessly, it can easily be set up in places where it is difficult to install power supplies and communication equipment. These features make it useful in communicating advertisements and other information, including that needed in times of emergency due to the disaster.

Hitachi recognized the potential of electronic paper displays early on and has been investigating into their commercialization. In December 2005, it conducted a field trial in conjunction with East Japan Marketing & Communications, Inc., the subsidiary company of East Japan Railway Company, in the Tokyo Station underground. Bridgestone, on the other hand, has already been successful in developing one that uses the company's original Electronic Liquid Powder and has been researching into a diverse array of display modules. Bridgestone's display modules were used in the field trial conducted by Hitachi.

Under the terms of the agreement, Bridgestone will supply the display modules to Hitachi and Hitachi will use them in the production of electronic paper displays. Business will be focused primarily in transportation, electricity and urban development engineering. The aim is to provide total solutions by way of integrated display management, contents database management and remote transmission, for instance. Going forward, both companies will work in tandem to cultivate the electronic paper display market.

**About Hitachi, Ltd.**

Hitachi, Ltd., (NYSE: HIT), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 347,000 employees worldwide. Fiscal 2004 (ended March 31, 2005) consolidated sales totaled 9,027.0 billion yen (\$84.4 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 website at <http://www.hitachi.com>

**About Bridgestone Corporation**

Bridgestone Corporation, headquartered in Tokyo, is the world's largest manufacturer of tires and other rubber products. Tires account for 80 percent of Bridgestone Group sales worldwide. The company also manufactures industrial rubber and chemical products, sporting goods, and other diversified products. It sells its tires and other products in more than 150 nations.

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