

## **HITACHI EUROPE AND GREEN DATA SYSTEMS SIGN STRATEGIC PARTNERSHIP CONTRACT FOR ENERGY EFFICIENT DATA CENTRES AND TO DEPLOY HITACHI TECHNOLOGY**

AMSTERDAM and LONDON, 9 APRIL 2010 – Hitachi Europe Ltd. (hereinafter Hitachi), and GREEN DATA SYSTEMS (hereinafter called GDS) have agreed to enter into a strategic partnership for the collaboration and deployment of highly energy efficient data centres.

As part of this partnership, Green Data Systems B.V., a co-founder of [Eco2dc](#), will launch a highly energy efficient data centre based in Deventer, The Netherlands in July 2010.

GDS is one of the investors to Eco2dc initiative, which is planning to develop the most energy efficient European data centre in The Netherlands. Hitachi's modular type data centres are thought to be an effective solution for energy efficiency in data centres; therefore a partnership between Hitachi and GDS has been established to initiate the development of these highly energy efficient data centres.

In 2007, the Hitachi Group launched its energy efficient data centre project. This project was initiated as Hitachi became aware of the increasing demand for IT equipment in data centres and the need to lower the environmental impact of this technology.

Hitachi later developed a modular data centre solution, which has been available in Japan since January 2009. The solution optimises the configuration of the cooling units to obtain the highest level of power efficiency in a high-density arranged data centre. This enables data centre operators to boost the utilisation of space to the highest potential, while reducing CO2 emissions considerably.

GDS pursues energy efficiency in data centres and provides customers with optimal Data Centre Capacity, Cooling, Managed Services, SAN, Security, Server, Software and Data Storage Technology as well as services for green data centres and resellers in European countries such as Belgium, Germany and The Netherlands. [Eco2dc](#) is a leading Data Centre Services provider aiming to build and operate the most energy efficient Data Centre in Europe.

Wessel Graatsma, CEO of Green Data Systems, said: "We are very enthusiastic about the potential of this strategic partnership with Hitachi. We believe Hitachi's cooling technology and operating know-how for data centres contributes to our green data centre business. It has potential to increase energy efficiency, which is a key requirement for our customers."

Akira Shimizu, Managing Director of Hitachi Europe Ltd., said: "We are very pleased to enter this strategic partnership with Green Data Systems. GDS is one of our excellent distributors in the EMEA region and the contribution for greenness is remarkable. As part of this partnership, we will contribute to society by decreasing our customers' ecological footprint. Further progress in

our data centre technology will enable the expansion of Hitachi's modular data centre business in Europe."

Hitachi's cooling system, which is based on the modular data centre, will be housed in Deventer, The Netherlands. Hitachi will obtain operating data from the data centre for research purposes to further improve energy efficiency. The site will also be a showcase of Hitachi's technologies for energy efficient data centres to customers throughout Continental Europe.

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**About Hitachi Europe Ltd.**

Hitachi Europe Ltd., is a wholly owned subsidiary of Hitachi, Ltd., Japan. Headquartered in Maidenhead, UK, it has operations in 13 countries across Europe, the Middle East and Africa and employs approximately 550 people. Hitachi Europe comprises of nine business areas: rail systems; power and industrial systems; information systems; digital media and consumer products; display products; industrial systems; information systems; digital media and consumer products; display products; industrial components and equipment; air conditioning and refrigeration systems; manufacturing systems; and procurement and sourcing. Hitachi Europe also has three Research and Development laboratories and a design centre. For more information about the company, please visit <http://www.hitachi.eu>.

**About Hitachi Ltd.**

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 400,000 employees worldwide. In fiscal 2008 (ended March 31, 2009) consolidated revenues totaled 10,000 billion yen (\$102.0 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, logistics and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

**About GREEN DATA SYSTEMS**

Green Data Systems, is specialised in providing optimal Green Data Availability Solutions. The mission of Green Data Systems and its partners is to offer innovative green IT and sustainable solutions to improve energy efficiency in data centers and business computing ecosystems.

Green Data Systems is distributor for first class Green IT Solutions that addresses the computing needs for all tiers of the datacenter, incl. mission-critical computing needs. Green Data Systems is distributor for Hitachi Data Systems, Hitachi Blade Symphony Systems and Hitachi Cooling and DataCentre solutions. Green Data Systems' offices are in Germany, Belgium and the Netherlands. All Green Data System solutions are offered by a selective Green Partner network. For more information, visit the Green Data Systems Web site at [www.greendatasystems.com](http://www.greendatasystems.com) or contact the company at [info@greendatasystems.com](mailto:info@greendatasystems.com) .

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