

## **Hitachi to Distribute Entertainment Simulator Products by Satellite - Ties up with Camber Entertainment -**

Tokyo, Japan, July 25, 2001 -- Hitachi, Ltd. (TSE: 6501) today announced plans to launch an entertainment simulator (simulation-ride) distribution service for commercial amusement sites. The new service, to start from October 1, will use Hitachi's Satellite Data Distribution Total Support Service (the HK Channel) to deliver simulation-ride contents directly to the client.

It follows the conclusion of a broadly based development agreement with Camber Entertainment of the UK, distributor of one of the world's largest ridefilm libraries. The agreement will also see cross distribution of Camber and Hitachi products in the North American, European and Far East markets which will allow a very broad range of products to be offered to amusement industry clients. The two companies will also cooperate in the development of new products and ridefilm content as well as technology transfer.

The size of Japan's amusement market, already estimated at over one trillion yen, is expected to continue expanding, with most of the growth centered on theme parks and large shopping centers. The emergence of new technologies has steadily added to the high-tech orientation of the attractions. Among them, simulation-ride systems, the most strongly technology driven, utilize techniques from fields as diverse as computer graphics, virtual reality, simulation and video. The dramatic effects these systems achieve have won them a place in theme parks, amusement parks, cinema complexes, museums and a variety of other types of entertainment facilities.

Still, the customer drawing power of the simulation-ride systems at most amusement sites is declining because of a shortage of fresh titles. The industry therefore feels a keen need for a regular supply of exciting new rides to entice customers back repeatedly. It also needs products that are affordably priced in relation to expected revenues.

Hitachi's new distribution service is designed to respond to these needs. The contents supply agreement with Chamber Entertainment, the world's leading producer of simulation rides, gives Hitachi access to a library of more than 100 ridefilms for distribution to amusement sites via the HK Channel. The distribution process starts with encryption of motion creation software for automatically generating motion synchronized to the contents and images of the Camber Entertainment simulation-ride. The encrypted software is then sent from the HK Channel Satellite Control Center in Tokyo via the JCSAT-4 communications satellite to a receiving server installed at the client's amusement site. By contracting for and receiving only the contents and motion creation software it requires, the amusement site can easily and economically offer customers new and exciting simulation-rides on a regular basis.

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A Ride Contents Administration Center to be established within Hitachi Keiyo Engineering & Systems, Ltd. , a Hitachi, Ltd. affiliate, will take charge of receiving orders via the Internet, billing, registering ride contents with the HK Channel, administration, modifying existing facilities at simulation-ride client sites, and after-sales service.

**About Hitachi, Ltd.:**

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.