

© Hitachi Asia Ltd.

16 Collyer Quay, #20-00 Hitachi Tower,
Singapore 049318
Main Line: (65)6535-2100 Fax: (65)6538-9022
URL: <http://www.hitachi.com.sg>
Company No. : 198900416G

For immediate release

Hitachi Asia ties up with MAT to market JP1 in Vietnam

Singapore, 28, July, 2006 - Hitachi Asia Ltd. (Hitachi Asia) entered into an agreement with Material Automation (Thailand), Co., Ltd. (MAT) to market Hitachi's flagship Integrated System Management Software (JP1) starting 1st August, 2006. This tie up will see both companies provide sales and technical support to companies operating in Vietnam, helping them to effectively maintain a more reliable and secure system management environment.

In today's InfoComms and Technology (ICT) dominated world, companies operating in developed markets as well as those investing in developing countries find the increasing need to develop and upgrade their IT systems to meet future business requirements. With the rapid expansion of foreign companies into Vietnam, especially in the manufacturing sector, its IT adoption is expected to grow at a phenomenal rate.

JP1 has been marketed by Hitachi Asia in South East Asia since year 2000. With the addition of Vietnam, JP1 has further strengthened its presence in the region to six Asian countries. JP1 was first launched in Singapore, followed by Malaysia, Thailand, Philippines, Indonesia and now Vietnam.

Mr. Hideto Hoshino, General Manager of Hitachi Asia's System Management Solution Division, said "Operating in a foreign country is already challenging particularly when it comes to aligning the local IT systems to operational needs given the limited human resource and skillsets. As the market leader of System Management Software for eight consecutive years in Japan, we believe that JP1 solutions can help these companies focus on their core business operations by addressing IT concerns. With the establishment of JP1 business in Vietnam today, Hitachi Asia is taking one step further in reaffirming our commitment to support organisations that have expanded to Vietnam."

Partnering with MAT

JP1 will be distributed by MAT, Hitachi Asia's long time business partner in Thailand (and now Vietnam) with a proven track record of providing high standards of sales service and technical support. Coupled with Hitachi Asia's channel support team based in Vietnam, customers are ensured of a smooth and consistent operation of their IT environment, minimizing downtime to their businesses.

About JP1 (Integrated System Management Solution)

JP1 product suite comprises of Desktop, Job, Availability and Integrated Management modules. Desktop Management module allows better management and protection of a company's IT assets. It automates software distribution and detects security violations to create a more secure systems environment.

Job Management module automates business application processes for higher productivity and improved accuracy.

Availability Management module monitors the performance of servers and applications, proactively preventing operational issues from becoming critical.

Integrated Management module is a central management of all JP1 modules enhancing the monitoring process through a consolidated view.

For more information about JP1 product, please visit <http://www.hitachijp1.com>

© Hitachi Asia Ltd.

16 Collyer Quay, #20-00 Hitachi Tower,
Singapore 049318
Main Line: (65)6535-2100 Fax: (65)6538-9022
URL: <http://www.hitachi.com.sg>
Company No. : 198900416G

About Hitachi Asia

Hitachi Asia is a wholly owned subsidiary of Hitachi, Ltd. Established in 1989 as the regional headquarters in Singapore, it has ten offices in seven countries in Asia, excluding East Asia. The company offers a wide range of systems, products and services in market sectors such as information systems, power and industrial systems, digital media systems and consumer products.

For more information about Hitachi Asia, please visit <http://www.hitachi.com.sg>

About MAT

MAT, founded in 1991 is a rapidly growing information technology services firm headquartered in Bangkok (Thailand) with its branch office in Yokohama, Japan. MAT focuses on business support and technology solutions for its clients by providing solutions that meet their specific needs.

For more information about MAT, please visit <http://www.mat.co.th>

Media Contact:

Jayda Lam
System Management Solution Division (JP1)
jlam@has.hitachi.com.sg