

PRESS RELEASE

World's first guaranteed long-term photography archive uses HCAP

The web-based platform of Swiss Picture Bank trusts in
Hitachi Content Archive Platform

Dubendorf, September 22, 2008 – **The triumphal course of digital photography created unlimited opportunities – but also unprecedented volume of data. The danger to lose the overview and, as a consequence, also the pictures is growing permanently. The world's first guaranteed long-term photography archive Swiss Picture Bank is the answer. www.swisspicturebank.com offers a unique service. In cooperation with Swisscom IT Services which uses archiving solutions of Hitachi Data Systems (HDS), customers can be offered a first class safety of data.**

Holidays are over and thousands of photos are on the chip of the digital camera or already on the PC. What to do now? One possibility is to burn a CD or DVD – even here, lifetime of these storage media is not endless and it is not guaranteed that you would never lose them. Also professional photographers are coming to a point where storage of data is limited or a one hundred percent guaranteed safekeeping is necessary. With an access to Swiss Picture Bank, administration and storage is guaranteed autonomous of time and location – for a lifetime.

Finally, the cooperation of Swisscom IT Services and Hitachi Data Systems made it possible to establish this solution. In order to find a suitable partner, Swisscom IT Services conducted a comprehensive bidding process. Different solutions from leading providers were considered on the basis of all the relevant aspects, including technology, service, procurement, providers, products, security, complexity, scalability, and legal issues. In the end, the Hitachi Content Archive Platform was superior on every point.

Swiss Picture Bank is already very popular and is used intensively by a fast growing number of customers. This is a result of the efficient and enjoyable collaboration of the three partners Swiss Picture Bank, Swisscom IT Services and Hitachi Data Systems.

“Hitachi Data Systems quickly understood the problem and offered a complete professional solution rather than just ‘time and material’,” explained Pascal Müller, senior sales executive at Swisscom IT Services responsible for the project. “This gave us the responsiveness and flexibility and responsiveness to grow in reaction to customers’ needs – and the associated costs can be easily calculated based on the full service approach.”

From a technical standpoint, they were very impressed by the simplicity of the Hitachi Content Archive Platform: No specific modifications were necessary because the standard product offers everything off-the-shelf.

In addition to the technical coordination, the collaboration also worked very well on a personnel level. “Our cooperative effort with Hitachi Data Systems was marked by a constructive, “let’s get it done” attitude, which was highly valued by the project team,” emphasised Beat Bütikofer, Strategic Relations at Swisscom IT Services. “We are convinced that we have laid the cornerstone for a long-term partnership.”

About Swiss Picture Bank

Swiss Picturebank AG, headquartered in Thun, Switzerland, is the premier provider of online data archiving. The company launched Swiss Picture Bank in January 2008 to be the first generally accessible service with a focus on the long-term archiving of image data. For a one-time fee per file, Swiss Picture Bank will store data for a term of 30 or 99 years, depending on the plan the user selects. During this period, the user may access photos at any time, from any computer connected to the Internet. (www.swisspicturebank.ch)

About Hitachi Data Systems

Hitachi Data Systems Corporation provides Services Oriented Storage Solutions that enable heterogeneous storage to be dynamically provisioned according to business needs and centrally managed via industry-leading Hitachi storage virtualization software. As an integral part of the Hitachi Storage Solutions Group, Hitachi Data Systems delivers storage infrastructure platforms, storage management software, and storage consulting services through direct and indirect channels in over 170 countries and regions. Its customers include nearly 60-percent of Fortune 100 companies. For more information, visit the company's Web site at <http://www.hds.com>.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 384,000 employees worldwide. Fiscal 2007 (ended March 31, 2008) consolidated revenues totaled 11'226 billion yen (USD 112,2 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>.

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