



Hitachi Data Systems Announces the Industry's Greenest Enterprise-Class Data Center

<http://www.mutualpr.com>, April 22, 2008

URL: <http://www.pr9.net/comp/science/7940april.html>

Market Leader in Green Storage Extends Proven Research and Engineering Expertise to Next-Generation Green Data Center Design.

PR9.NET April 22, 2008 - Bangalore - Breaking new ground in data center design and development, Hitachi Data Systems Corporation, a wholly owned subsidiary of Hitachi, Ltd. (NYSE: HIT) and the only provider of Services Oriented Storage Solutions, today announced the world's most eco-friendly and power-efficient data center—designed to achieve a 1.6 PUE (Power Usage Effectiveness) rating by The Green Grid—the lowest power usage index of any data center in its class.

Located in Yokohama, Japan, the new state-of-the-art data center brings together the collective product innovations of the Hitachi Information & Technology Systems Group (ITSG) companies including industry-leading storage systems, server and networking equipment. This sophisticated architecture is designed to offer the highest levels of energy efficiency and reduce carbon emissions by 20 percent, while also lowering IT management costs.

Optimized to deliver even greater power efficiencies, the facility also features cutting-edge products that take advantage of Hitachi's world-famous R&D expertise in other key areas of technology.

"Within the IT industry, the Wikibon community believes that Hitachi, Ltd. has the most comprehensive and fully implemented corporate green plan in place," says David Vellante, president and CEO of IT Centrix and co-founder of the Wikibon Project.

Environmental issues continue to escalate IT budget discussions, impact data center designs, and shape corporate social responsibility. Today's announcement showcases the combined vision of Hitachi Data Systems and Hitachi Ltd. for enabling a greener data center through the use of Hitachi technology—and curbing the significant environmental burdens these facilities have been known to create for customers of all sizes. Furthermore, the new data center marks another chief milestone in support of Hitachi's Harmonious Green Plan and Project CoolCenter50 corporate initiatives which are aimed at reducing 330,000 tons of carbon emissions and cutting down power consumption by as much as 50 percent by 2012.

Hitachi the Green Giant: Over 30 Years of Eco-Friendly History

Hitachi Data Systems, along with Hitachi, Ltd. has enjoyed a long history and proven track record for supplying environmentally friendly storage solutions to companies worldwide—a legacy that spans from the supply chain through to the manufacturing process. It is this core competency and heritage in storage system and technology design that has enabled Hitachi to not only infuse eco-friendly innovation across the entire line-up of storage products, but to also cement its position at the forefront of the green data center movement.

For more information on Hitachi Data Systems green storage, please visit <http://www.hds.com/green>.

###

About <http://www.mutualpr.com>

Mutual PR is not just a public relations enterprise, it is a total communication solution provider. Each project is analysed by mutual from the perspective of the organisation, industry and geographical coverage. Each communication solution is custom made and vetted by several layers of the Mutual team. The final strategy is shared with the client, modified in consultation with them and taken to ground. The large number of Mutual centres all over India and in overseas location makes it easy to implement the final plan. Each team member feels ownership of their respective projects and is passionate about the business of communication. Mutual has on board people specialising in Corporate, Finance and Technology sectors, we hope that what you see here will inspire you to know us better and give us an opportunity to make communication a mutually enjoyable process, for you and all your stake holders.

Phone: 41134406
FAX: 41134407
Website: <http://www.mutualpr.com>
E-Mail: narendra@mutualpr.com
Address: 5/1, Back Portion, Benson Cross Road,
Benson Town Bangalore - 46
