

News Release

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HITACHI DATA SYSTEMS ADDRESSES GLOBAL BIG DATA CHALLENGES IN MEDIA WORKFLOWS AT NAB 2014 CONFERENCE

HDS Media and Entertainment Technology Showcases Creative Workflows With Adobe and Video Data Solutions for Leaders in Brazilian and Australian Cable

SANTA CLARA, Calif.— April 3, 2014 — Hitachi Data Systems Corporation (HDS), a wholly owned subsidiary of Hitachi, Ltd. (TSE: 6501), will showcase media solutions that tackle the exponential growth in data on a global scale. Among the 10 partnerships that will be highlighted, the company will demonstrate technologies adopted by Adobe, Foxtel and Globosat, including Hitachi NAS Platform and Unified Compute Platform solutions at NAB 2014.

“The increase in big data within media workflows and the challenges that it creates make it that much more important to speed up file delivery on budget. The concept of ‘around the globe and on time’ is now a real and pressing issue for IT managers in broadcast and post-production studios,” said Dwight DeClouette, vice president of global sales, communications, media and entertainment, Hitachi Data Systems. “Together with our partners, we are pleased to offer innovative information solutions to some of the world’s greatest media and entertainment companies.”

“Adobe works with Hitachi Data Systems to provide our mutual customers a compelling platform for creative workflows using Adobe Anywhere,” said Simon Williams, Director of Strategic Relations at Adobe. “With the power of Adobe Anywhere, enterprise workgroups can collaborate to create productions regardless of location.”

As part of the highlighted partnerships, HDS will also announce that Globosat will centralize its media workflows on HDS infrastructure with over 3.6PB of online storage. Globosat is a 23-year-old Brazilian multichannel TV and satellite provider that belongs to Organizações Globo, which itself is one of the largest telecommunication and media groups in Latin America.

“By proposing accurate solutions and working with Globosat to overcome the natural project obstacles that arise in a project of this magnitude, HDS proved itself an important partner,” said Robert Primo, technology director for Globosat. “The solution has not only helped us meet our business needs, but also helps to support our continued growth.”

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“Globosat’s projects – using our latest Hitachi NAS Platform 4100 to address their tape repository and their online edit workflows – are a best-of-breed approach to attacking challenges in media delivery,” said DeClouette. “We applaud Globosat and their entire team for their transition to this platform.”

Foxtel was focused on adjusting workflows to reflect innovation around new content and services, a process HDS was able to support.

“What we’ve been able to do with the Hitachi pre-certified digital content delivery and management solution for broadcast is move away from a linear model where each time we wanted to add a new platform, we would add a new process, storage and infrastructure,” said Nell Payne, director - broadcast technology at Foxtel. “We have been able to move to a progressive approach in which we have one workflow and the ability to spin out scalable new services extremely efficiently and with speedy time to deployment.”

Whether the challenge is real-time production for broadcast, or how to archive and manage media repositories onsite or in the cloud, the goal at Hitachi Data Systems is to provide customers with the [tools and software](#) needed to solve these challenges. To prove this commitment, Hitachi Data Systems will be the Gold Sponsor of FIMS (Framework for Interoperable Media Services) at NAB, showcasing media workflow orchestration leveraging the FIMS repository services.

Additionally, Hitachi Data Systems will showcase its Hitachi Content Platform and Unified Compute Platform solutions at NAB, including the technologies adopted by Globosat and Foxtel. The company will feature demonstrations by 10 of its technology partners at the [NAB 2014 Conference](#) being held at the Las Vegas Convention Center, Las Vegas Nevada, in Booth #SL6822, April 7-10, 2014. Partners include PipelineFX, Scale Logic, V-Nova, SAN Solutions, Crossroads, Hitachi Solutions, Look Dynamics, HIS Korea, Qstar and Brocade.

About Hitachi NAS Platform

Hitachi NAS Platform is an advanced and integrated NAS solution. It is a powerful tool for file sharing as well as file server consolidation, data protection and business critical NAS workloads. Hitachi NAS Platform is well suited to data center environments as well as the workloads of medium organizations and remote data centers.

About Hitachi Data Systems Communications, Media and Entertainment Solutions

Hitachi Data Systems provides products and services specifically designed for CME environments. These solutions deliver dynamic capabilities that help customers deal with critical challenges in capacity, performance and reliability. The company’s CME portfolio spans from the Hitachi NAS Platform to the highly scalable and reliable distributed object storage

[Hitachi Content Platform](#) (HCP) and the intelligent, easy-to-manage [Hitachi Unified Storage](#) (HUS) family.

Web Resources

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About Hitachi Data Systems

Hitachi Data Systems provides information technologies, services and solutions that help companies improve IT costs and agility, and innovate with information to make a difference in the world. Our customers gain compelling return on investment (ROI), unmatched return on assets (ROA), and demonstrable business impact. With over 6,400 employees worldwide, Hitachi Data Systems does business in more than 100 countries and regions. Our products, services and solutions are trusted by the world's leading enterprises, including more than 70% of the Fortune 100 and more than 80% of the Fortune Global 100. Visit us at www.HDS.com.

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 326,000 employees worldwide. The company's consolidated revenues for fiscal 2012 (ended March 31, 2013) totaled 9,041 billion yen (\$96.1 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes infrastructure systems, information & telecommunication systems, power systems, construction machinery, high functional material & components, automotive systems and others. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.



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NAB 2014 Alliance Partner Quotes:

"For over 25 years, **ATTO** has reaffirmed their commitment to the high-performance market by supporting next generation technology. Working with Hitachi Data Systems is further proof of our commitment to deliver innovative storage and network connectivity solutions that solve the toughest challenges facing organizations both today and in the future," said Wayne Arvidson, VP of Marketing at ATTO

"Hitachi and **Brocade** have partnered to become trusted providers of networking solutions that provide a highly resilient foundation for our mutual communications, media and entertainment customers. In addition to delivering solutions that support industry-leading hypervisor, database and application environments, we have now expanded our offerings to deliver converged infrastructure that is designed to support new solutions such as network analytics, network management and file-based media workflows that enable new services, while reducing cost and complexity." – *Charlie Leeming, vice president, Worldwide OEM Sales, Brocade*

"**Crossroads** is pleased to work with Hitachi to deliver the most cost-effective storage solutions ideal for media and entertainment workflows," said David Cerf, EVP Strategy and Business Development at Crossroads Systems. "The Crossroads StrongBox works seamlessly with Hitachi HNAS and HCP to deliver scalability for fast-growing content archives, while keeping all files online and accessible."

"With the combination of high performance Hitachi Data Systems information technologies and new Hitachi Hi-Speed Transcoder, customers will benefit from very fast high quality transcoding providing increased productivity in their workflows." ~ Shigeki Yamamoto, Deputy General Manager of Business Application Division, **Hitachi Solutions**

"**HOLLYWOODLAND** is pleased to partner with Hitachi to bring our "Entertainment & Lifestyle Market Place" to broadcasters who want to grow incremental and multiple new revenue sources. " Said HOLLYWOODLAND's CEO & Founder , Jean Michel Morot-Gaudry. "The Hollywoodland marketplace delivers what users want , and are willing to spend incremental monies for, while being entertained by broadcast and archived video content, said Jeff Greenwald, HDS Senior Solutions Marketing Manager.

"**Look Dynamics** is pleased to team with Hitachi Data Systems to offer high-speed image characterization and search solutions to content producers and providers," said David Bruce, CEO Look Dynamics

"**PipelineFX** is proud to work with Hitachi in support of the world's most efficient render farms. Data availability is critical to a successful render pipeline and Hitachi and PipelineFX solutions and support offer scalable storage and intelligent render management for digital media rendering," says PipelineFX CEO, Richard Lewis.

"For over 15 years, **SAN Solutions, Inc.** has partnered with HDS to provide the highest performance, most reliable, and scalable storage infrastructures to studios. These infrastructures have revolutionized the workflow and management of media creation and distribution. Today, SAN Solutions announces SAN Metro Media, the Ultra-low Latency Cloud for Media which extends your studio infrastructure to the cloud with the same performance, reliability and scalability at pay-as-you go OPEX versus CAPEX price models." – Harry Aine, President and CEO, SAN Solutions.

" HDS has selected **Scale Logic's** SAN file system application, HyperFS as a key component of their storage architecture for the global Media & Entertainment market. HyperFS enables HDS to deploy integrated SAN, Scale-out NAS and Archival solutions based on end-to-end HDS branded hardware and HDS professional services." said Bob Herzan, President of Scale Logic.

"For the third year in a row, **QStar** is excited to exhibit with HDS at NAB. Long-term media asset preservation is a key element in any M&E workflow, allowing the monetization of assets for years to come. Collectively, QStar and HDS provide archive solutions that scale from terabytes to multi-petabyte environments, with the functionality and performance required and at price points that suit any user," - Riccardo Finotti - QStar CEO