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Contacts:

Sayaka Eiki

Hitachi America, Limited

914.524.6617

Sayaka.Eiki@hal.hitachi.com

HITACHI INTRODUCES THE SJ700B SERIES OF ADVANCED INDUSTRIAL AC VARIABLE FREQUENCY DRIVES FOR FANS, PUMPS, CONVEYORS AND MORE

TARRYTOWN, NY (September 30, 2013) – Hitachi America, Ltd., Industrial Components and Equipment Division, today announced the introduction of the SJ700B Series of Industrial AC Variable Frequency Drives, with full availability in late October. The SJ700B significantly expands on the performance, capabilities and functions of its predecessor, the L700.

To reassert its technological leadership and ensure unmatched performance, Hitachi has broadened the applicability of this new series by incorporating and upgrading many of the original flagship SJ700 features, such as the industry-leading Sensorless Vector (SLV) control algorithm. This algorithm enables the SJ700B to develop 120% of full torque capabilities at 0 Hz in Hitachi's exclusive "0 Hz Domain" sensorless vector control mode, as well as 150% torque at 0.5 Hz in sensorless vector operation mode in most models, which is ideal for a wide range of applications beyond just fans and pumps. Additionally, operation in the closed-loop full vector control mode is now possible as well through an optional board. The SJ700B also has a number of built-in features that make the commissioning process quick and the operation of the control trouble-free.

Another notable upgrade in the SJ700B is the higher operating temperature range of -10°C to 45°C . The SJ700B is loaded with additional application integration features such as Hitachi's EzSQ (Easy Sequence) built-in programming function, which provides the functionality of a PLC built into the inverter. Due to this internal capability, in many cases, the need for a separate PLC can be eliminated or the I/O reduced. Programs for various applications such as irrigation pump control or repeatable motion profiles can be developed on a PC and then downloaded to the inverter with the easy-to-use EzSQ software provided at no charge.

The other new helpful features Hitachi has added to the SJ700B include the patented micro-surge voltage suppression to protect the motor winding insulation, advanced trip avoidance functions, configurable sink/source logic on digital inputs, PID, built-in dynamic braking circuit in models up to 40 HP (30 kW,) and built-in EMC filters in all models.

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The SJ700B also incorporates features customers have come to expect from Hitachi Variable Frequency Drives. Some of the anticipated features include built-in RS485 Modbus/RTU communication. The SJ700B can be configured via the front-mounted keypad or using Hitachi's ProDriveNext PC-based software.

A truly globally accepted product, the SJ700B is CE, UL, c-Tick-certified and RoHS-compliant.

For further information about the SJ700B or any other Hitachi inverter product, please contact Hitachi AC Inverters at inverterinfo@hal.hitachi.com or visit our website at www.hitachi-america.us/ice/inverters.

About Hitachi

Hitachi America, Ltd., headquartered in Tarrytown, New York, a subsidiary of Hitachi, Ltd., and its subsidiary companies offer a broad range of electronics, power and industrial equipment and services, automotive products and consumer electronics with operations throughout the Americas. For more information, visit www.hitachi-america.us. For information on other Hitachi Group companies in the United States, please visit www.hitachi.us

Hitachi America, Ltd., Industrial Components and Equipment Division supplies a broad range of sophisticated electrical and electronic components for application in pharmaceutical plants, food and beverage processing plants, chemical plants and other manufacturing facilities.

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>.