



“Hard Drive by Hitachi”

Ingredient Brand Program



Leverage the power of the Hitachi brand

Hard Drive by Hitachi is an ingredient brand program offered by Hitachi Global Storage Technologies which enables suppliers of Consumer Electronics (CE) devices to leverage the power of the Hitachi brand.

The program centers around the usage of the Hard Drive by Hitachi icon (figure 1). The icon signifies that the hard drive integrated as a key component in your product(s) is manufactured and backed by Hitachi, a premier supplier of high quality hard disk drives. Participating companies can utilize Hitachi's reputation for quality and reliability as well as technology leadership to strongly differentiate their products in today's competitive marketplace.

The Hard Drive by Hitachi program allows for usage of the Hitachi icon in a wide variety of ways including:

- > Sticker on product
- > Packaging
- > Power-on graphics
- > Advertising / Posters
- > Promotional items
- > Trade shows
- > Web



Figure 1: Hard Drive by Hitachi icon

The value of ingredient branding

As hard drives shrink in size yet grow in capacity, new classes of digital consumer electronic products have emerged such as portable MP3 players, multi-function cellular phones, portable media players, and digital video recorders to name a few. The Hard Drive by Hitachi ingredient brand program is a highly effective way for you to leverage the brand name of an

internationally-known supplier of quality products. Hitachi's reputation for quality, reliability, industry-leading technology, expertise in small form factor disk drives, and price performance is conveyed by the appearance of the Hard Drive by Hitachi icon.

Identification that this critical component is manufactured and backed by Hitachi assures consumers that the quality they seek is something they can depend on throughout the service life of the product. The Hard Drive by Hitachi program can also be used to help establish a new product or company name, raise awareness of a lesser known brand, or even legitimize everyday products that now incorporate complex technologies. The benefits derived from the program are as varied as the ways the Hard Drive by Hitachi icon may be used -- by simply applying the Hard Drive by Hitachi icon.

Hitachi offers the widest range of capacities available in every form factor, from the miniature 1-inch and 1.8-inch drives, to the 2.5- and 3.5-inch hard drives that are commonly used in more traditional computing systems and are emerging in new consumer applications. Like all Hitachi products, the disk drives marketed by Hitachi Global Storage Technologies are recognized throughout the industry for their performance, quality and superior durability.

Benefits to participating

Hitachi's reputation for excellence extends beyond the products and services we deliver. It resonates in the way we do business. In today's highly competitive world of consumer electronics and high technology, consumers know that Hitachi stands for quality in everything we do. Whether it is music, video or top computing performance applications, seeing the Hard Drive by Hitachi icon on the outside of the package means dependable data storage on the inside.

Getting started

To learn more about the Hard Drive by Hitachi ingredient brand program, contact hdbh@hitachigst.com.

A sample of the icon usage agreement which covers the legal requirements for participation in the Hard Drive by Hitachi ingredient brand program is also provided for your reference.