



G-Technology
by Hitachi

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**G-TECHNOLOGY AND JOSEPH GORDON-LEVITT'S HITRECORD.ORG
SET THE STAGE AT SXSW FOR CONTINUED CONTENT CREATION AND COLLABORATION**

As a 2010 SXSW Festival Platinum Sponsor, G-Tech Helps hitRECORD Broaden its Collaborative Community, Enabling Creation of New Engaging Media and Art Using G-Tech External Drives

2010 SOUTH BY SOUTHWEST, March 8, 2010 (Austin, TX) – As musicians, filmmakers and digital artists from across the country and around the globe converge in Austin, Texas for the annual South by Southwest Festival, G-Technology by Hitachi will be aiding the next generation of music, film and interactive content creators with the latest in external storage solutions. G-Tech continues its role as a patron of the arts and ongoing supporter of content creators large and small, by expanding upon its presence at the 2010 Sundance Film Festival and once again partnering with hitRECORD.org, a mass collaboration production company spearheaded by actor and digital artist Joseph Gordon-Levitt. hitRECORD will utilize G-Technology storage solutions to capture, create, edit and protect their content wherever their journey takes them throughout the Festival and beyond.

As a SXSW sponsor, G-Tech encourages creativity and distribution on the fly - whether it be through movies, music or art - especially through the use of portable storage solutions such as the G-DRIVE mobile and the G-DRIVE mini family. Building on the partnership's success at Sundance 2010, hitRECORD will team up with G-Tech to accentuate the do-it-yourself portability of current arts. Festival participants will team up with hitRECORD's global online community to feel empowered to participate in the creative process, no matter what tools they have at their disposal – a voice, a talent or an artistic eye. The team will create art and media projects to be showcased at a screening event at the end of the Festival.

“Our goal is to help people drive their inspirations through a brand of premium storage solutions that are designed to work at the speed and pace of the creative process, and South by Southwest is the ideal place to watch these creations – whether film, music or art – come to

life,” said Mike Cordano, executive vice president, worldwide sales and marketing, and president, Branded Business for Hitachi Global Storage Technologies. “We believe that everyone is creative and wholeheartedly support hitRECORD through its innovative and inspiring new take on content creation and collaboration by using the power of the Internet, and the will and creativity of the people. Continuing our support of hitRECORD is a natural extension for us.”

G-Technology by Hitachi will also support the artistic vision of festival goers as the official sponsor of the “G-Technology by Hitachi Theater” located in the Austin Convention Center throughout the 2010 South by Southwest Conferences & Festivals, March 12-21. Site of premieres and panels, the Theater will be used throughout the Festival as a hub for content creators to showcase their visions, including the creative masterminds and masterpieces behind the hitRECORD.org community

hitRECORD - Participate and Collaborate

At South by Southwest, this talented content creator and award-nominated actor, will celebrate and support his ever-evolving professional collaborative production company – hitRECORD.org – and continue his ongoing partnership with Hitachi.

“I use external hard drives every day when I’m working on hitRECORD and so does pretty much everyone else in the hitRECORD community” said Joseph Gordon-Levitt, founder and director of hitRECORD.org. “The traditional entertainment industry used to use technology that was so expensive, only a select few could really produce content. G-Tech hard drives are a great example of how the technology that drives the creative process is becoming more and more affordable for more and more people. That kind of progress does wonders for creative culture in general – it makes companies like hitRECORD.org possible. G-Tech and hitRECORD.org worked beautifully together at this year’s Sundance Film Festival and I’m really excited about partnering on SXSW.”

G-Tech Drives Take Center Stage

Known for offering premium external storage solutions that are trusted by creative professionals around the world, G-Tech drives are engineered specifically to meet the needs of the Apple Mac community, including heavy users of multimedia content, Final Cut Pro® digital audio/video (A/V) specialists, and other pre/post production professionals. From rugged portable drives to ultra-fast rack-mount arrays, G-Tech’s USB, FireWire, eSATA, SAS and Fibre Channel storage solutions support virtually all levels of A/V production and can be found in post-production facilities worldwide. They are the go-to tool for storage, editing and backup when quality, reliability and performance cannot be compromised.

Debuted at the at the 2010 Sundance Film Festival, and new to the G-Tech family, the G-DRIVE mobile family of portable hard drives – the G-DRIVE mobile and G-DRIVE mobile USB are specifically designed for Apple users who strive for external storage solutions that complement their Mac lifestyle.

Available now, exclusively at the Apple Retail Stores, The G-DRIVE mobile USB is designed to match the silky white design of the new MacBook and features a USB 2.0 interface for reliable storage on the go. The G-DRIVE mobile, with FireWire 800 and USB 2.0, features a polished black and silver appearance, making it a perfect companion for the new MacBook Pro. Both are formatted for Macs and are Time Machine® ready for simple automated backups. The G-DRIVE

mobile family features a 5,400 RPM 2.5-inch drive, making it an affordable solution for easily storing photos, music, documents and other creative files. The manufacturer's suggested retail pricing for the 500GB G-DRIVE mobile USB is \$139.99. Available late March, the MSRP for the 500GB G-DRIVE mobile is \$159.99.

Stay connected with G-Tech at South by Southwest and beyond:

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About Hitachi Global Storage Technologies

Hitachi Global Storage Technologies (Hitachi GST) develops advanced hard disk drives, enterprise-class solid state drives, and innovative external storage solutions and services used to store, preserve and manage the world's most valued data. Founded by the pioneers of hard drives, Hitachi GST provides high-value storage for a broad range of market segments, including Enterprise, Desktop, Mobile Computing, Consumer Electronics and Personal Storage. Hitachi GST was established in 2003 with its U.S. headquarters located in San Jose, California. For more information, please visit the company's website at <http://www.hitachigst.com>.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 400,000 employees worldwide. Fiscal 2008 (ended March 31, 2009) consolidated revenues totaled 10,000 billion yen (\$102.0 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, logistics and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

About HitRECORD:

In the 21st Century, media is transforming from a consumable object into a creative action. OBJECT: a 'hit record' is, of course, a popular piece of media. ACTION: to 'hit RECORD' is to push that round red REC button and start making something. hitRECORD.org is a mass collaborative production company led by its founder and creative director Joseph Gordon-Levitt. Launched in 2005, hitRECORD.org has evolved into a thriving communal breeding ground for online collective creativity in all sorts of media: video, music, literature, photography, performance, spoken word, screenwriting, graphic art, anything.

About South by Southwest Conferences and Festivals

South by Southwest (SXSW) is a set of [interactive](#), and [music](#) festivals and conferences that take place every spring in [Austin, Texas](#). The conferences & Festivals offer the unique convergence of original [film](#) music, independent films, and emerging technologies. Fostering creative and professional growth alike, South by Southwest 2010 Conferences & Festivals will be held March 12-21, 2010.

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