



Hitachi High-Technologies Corporation Selects Axeda to Power Internet of Things Solutions

Strategic Partnership Includes Private Cloud in Japan for Increased Services and Privacy

TOKYO and FOXBORO, Mass. – December 18, 2013 – Hitachi High-Technologies Corporation (TOKYO: 8036, Hitachi High-Tech) and Axeda, the leading provider of cloud-based services for building and deploying Machine-to-Machine (M2M) and Internet of Things (IoT) solutions, today announced the companies have entered into a strategic partnership which includes reseller rights and the implementation of an Axeda private cloud located in Japan.

Under the terms of the agreement, Hitachi High-Tech will market and sell industry-specific IoT solutions based on the Axeda platform and will host the private cloud in Japan to ensure that machine and sensor data is securely collected, managed and stored within Japan's borders. With this partnership, Hitachi High-Tech becomes the only Japanese company authorized by Axeda to resell its M2M Cloud Service in Japan. This arrangement will enable Hitachi High-Tech to satisfy the growing demand for IoT solutions in the Asia Pacific region, and will enable companies to work with Hitachi High-Tech to rapidly connect devices and machines to the cloud and develop and manage innovative solutions.

According to Gartner, Inc., a research and advisory firm, "The Internet of Things will include 26 billion units installed by 2020. IoT product and service suppliers will generate incremental revenue exceeding \$300 billion, mostly in services, in 2020. It will result in \$1.9 trillion in global economic value-add through sales into diverse end markets.*"

Japan is long recognized as one of the most innovative technology markets in the world, and Hitachi High-Tech is constantly seeking out ways to deliver advancements to infrastructure and availability of mission-critical applications and systems. The IoT is driving new markets as organizations harness Big Data from machines and sensors for advanced analytics to enable better business decisions, new services and cost reductions. By evolving a long-standing Axeda partnership into this new private cloud offering, Hitachi High-Tech is able to incorporate their own advanced technologies in a very secure local environment to provide value-added IoT solutions for remote monitoring, asset tracking, analytics, data integration and IoT application development.

"Axeda remains convinced that collaborative innovation across an ecosystem of partners will be the key to our leadership in the Internet of Things, both now and in the years to come," said Todd DeSisto, president and CEO of Axeda. "Today's announcement with Hitachi High-Tech is a key milestone as we partner with leading solution providers to OEM our solution and drive global business opportunities."

"This agreement represents a new phase of development and growth for our company, and brings significant added-value controls and services to our Internet of Things offering," said Ryuichi Mizutani, executive officer, Hitachi High-Tech. "We see great value in teaming with industry leaders like Axeda to differentiate and accelerate our IoT solutions in the Japanese and Asian markets."

About Hitachi High-Technologies Corporation

Hitachi High-Technologies Corporation (TOKYO:8036), headquartered in Tokyo, Japan, is engaged in

activities in a broad range of fields, including Electronic Device Systems, Fine Technology Systems, Science & Medical Systems, Industrial & IT Systems, and Advanced Industrial Products. The company's consolidated sales for FY 2012 were more than \$6.1 billion. For further information, visit www.hitachi-hitec.com/global/.

About Axeda

Axeda provides the most advanced cloud-based service and software for managing connected products and machines and implementing innovative M2M and Internet of Things solutions. We reduce the cost and complexity of connecting and remotely servicing the products of the world's leading companies. Our customers use the Axeda Machine Cloud™ to turn machine data into useful information, build and run innovative M2M applications and optimize business processes by integrating machine data.

By relying on the Axeda® Platform to power their connected products, companies are transforming their business by improving customer satisfaction, reducing costs, and generating new sources of revenue. The M2M solutions behind these connected products range from remote service, fleet management, usage-based insurance, asset tracking, mHealth, and more. Join our developer community at: <http://developer.axeda.com> and learn more at <http://www.axeda.com>.

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*Gartner, Inc., Forecast: The Internet of Things, Worldwide, 2013, published November 2013.