

Hitachi Australia releases new website contributing to consolidate Hitachi brand image globally

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Hitachi is proud to announce the release of their new website www.hitachi.com.au/australia that contributes to the unification of Hitachi's brand image globally. Now, the Hitachi group of companies around the world can offer their customers and partners a homogeneous website design and page layout as well as exhaustive information which are easily accessible.

Hitachi Australia Pty Ltd., a wholly owned subsidiary of Hitachi Ltd. Japan, markets and manufactures a broad range of products to the Australian market including consumer electronics, home entertainment and home appliance products; air conditioning systems for home and business products, services for power generation; semiconductors and electronic devices for Australian manufacturers of electronic products.

"The Hitachi brand is quite diversified" said Toshiaki Imamura - General Manager Corporate Administration, "so we needed to create a common brand image to maximise the synergy of the group". These comments support Hitachi head-quarter's willingness to increase the number of visitors and to create a positive experience for consumers and partners who can now observe a common layout for every product area on the website.

Hitachi Australia new website exemplifies the company's profile and brand strategy and offers greater accessibility to information as well as new features such as the Hybrid HDD/DVD Camcorder Microsite, created in conjunction with Hitachi United Kingdom and North America. "The Hybrid camcorder micro-site allows Hitachi to communicate directly with consumers and provides us with the opportunity to educate and demonstrate to them our key messages, features and technology of our Hybrid camcorders in an interactive and informative manner" said Evan Manolis, Hitachi camcorder specialist.

On the website, Hitachi's advertisers, retailers and media stakeholders will have access to a secured link to a database driven web application that summons up all Hitachi logos, high resolution images and product copy. In regards to press, visitors can now read the most recent press releases and have a look at the latest advertisements for Hitachi products.

In summary, "Hitachi Australia is very proud of their new website and we believe this will improve our communication to consumers, strengthening our brand as a technology innovator and quality product manufacturer" said Geoff Hannaford, Hitachi Sales and Marketing General Manager – Consumer Product division.

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Hitachi Australia Ltd

For over 30 years, Hitachi has provided Australian industry and consumers with award winning products and services in many diverse areas. Hitachi Australia Ltd., a wholly owned subsidiary of Hitachi, Ltd., Japan, markets and manufactures a broad range of products to the Australian market including air conditioning systems for home and business; consumer electronics, home entertainment and home appliance products; products and services for power generation; semiconductors and electronic devices for Australian manufacturers of electronic products.