

HITACHI COMPUTERS

ADVERTISING, MARKETING CAMPAIGN



HITACHI COMPUTERS PRINT

Make your presence felt back at the office.

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HITACHI

Hitachi Introduces

MOBILIZED COMPUTING.

Starting today, we invite you to make things happen from wherever it is you happen to be. To extend your reach so dramatically that previously inconvenient details—like time, space, the Pacific Ocean—are no longer a problem.

The means to this are the new Hitachi PC Series M and Series C Notebooks. Potent tools in your endless struggle to manage events and outcomes far from where you actually are.

Each embodies the Mobilized Computing™ concept. Meaning Hitachi Notebooks come ready to communicate via 28.8 Data/Fax modem over America Online®, CompuServe®, Prodigy®, Netscape Navigator™ and two-way fax.

Each is engineered on the premise that no intelligent person should waste his expensive time configuring modems or attending to other cyber-tasks. So it's all mounted and ready to work at first startup. Built to standards exemplified by a five-year warranty.

It's amazing the effect that a well-placed word from you can have.

The point of Mobilized Computing is to project those words to any point on the planet. Our apologies to any colleagues who thought that when you were away, you were away.

HITACHI

Remote Control™

For information on your nearest dealer, call 1-800-Hitachi (428-2244). Website address: www.HitachiPC.com

MANY SCIENTISTS BELIEVE THAT IT WILL BE POSSIBLE TO DEVELOP TELEPATHIC POWERS AS A PRACTICAL TOOL OF COMMUNICATION.

IN THE MEANTIME, WE OFFER THIS ALTERNATIVE.

To communicate well is a virtue. It's also that you've got to do to make things happen.

Whether you do this through sweet reason or imperious dictate, you must transmit thoughts, often over vast distances. The precise point of Mobilized Computing and the new Hitachi Notebooks. Powerful instruments for effective persuasion. Since two-way computers isn't your priority, they come ready to connect by 28.8 modem to the Net, online services, two-way fax, or local area networks via that latest of luxuries, a built-in LAN port. Your ideas, boldly advanced, can move the world. But you must get them to your audience. After all, they aren't mind readers.

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Series C Notebook is available with a 4.5" screen and weighs 3.0 lbs. Series M Notebook is available with a 15" screen and weighs 4.5 lbs. Both are available with 15" or 17" screens. © 1998 Hitachi, Ltd. All rights reserved. Hitachi, the Hitachi logo, CompuServe, Prodigy, America Online, Netscape Navigator, and two-way fax are trademarks of their respective owners. Intel Inside and Pentium are trademarks of Intel Corporation. All other trademarks are the property of their respective owners.

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THEY SAY NO ONE IS INDISPENSABLE.

THIS IS WHAT TO HAVE IN CASE YOU ACTUALLY ARE.

There are some people in every organization without whom everything comes to an unseemly halt. While this is very flattering, it's not very efficient. And so, to make your unavoidable absences from the office entirely beside the point, we invented Mobilized Computing™ technology. As implemented in the new Hitachi Notebooks, it has the potent effect of projecting your authority to multiple places at once. And the practical advantage of coming entirely pre-configured. Immediately ready to connect via 28.8 modem to the Net, online services, two-way fax. Or to local area networks through that latest of electronic luxuries, a built-in LAN port. Perhaps your company could muddle through without your constant guidance. Mobilized Computing ensures they'll never have to find out.

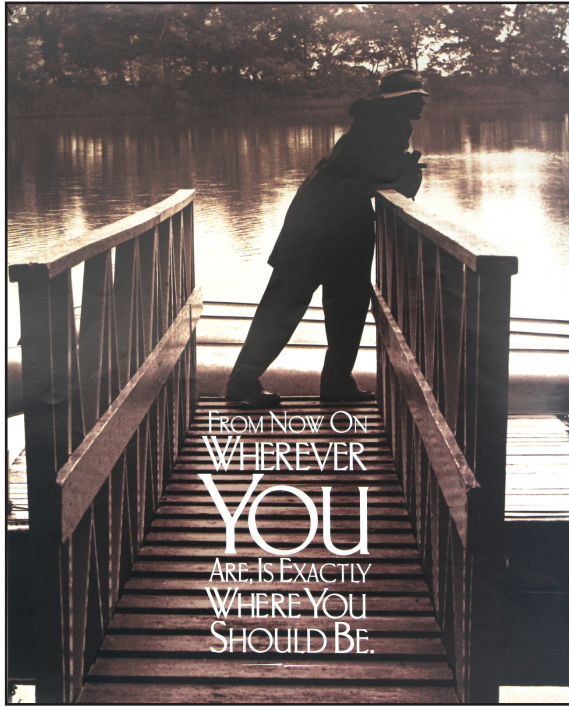
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Hitachi Introduces
MOBILIZED COMPUTING.

To everyone conditioned in the belief that to effect a goal you must at specific times be in a particular place, we have an announcement. You're off the hook. You now have the means to sway outcomes, to project power to control events—to work havoc if you like—from any spot you feel convenient.

The instruments of this are the new Hitachi Notebooks. Exemplars of an idea called Mobilized Computing. The first principle: You never know where you'll be when you need to plug in. The second: No one has time to waste on cyber-stuff.

So every Hitachi Notebook comes pre-configured and pre-tweaked. Ready to connect via 28.8 modem to the Net, the online services, two-way fax. Or to jump onto any local area network through that forest of electronic lanettes, a built-in LAN port. Your world is a big place. Mobilized Computing is designed on the assumption that you'll want to use all of it.

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Note: C Notebook models with 1.6 or 2.0 processors (Pentium® 486/586) or Slim Notebook models with 1.6 or 2.0 processors (Pentium® 486/586) do not include modems. Other models include a 28.8 modem. © Hitachi Computer Systems, Inc. 1997. All rights reserved. Hitachi and Remote Control are registered trademarks of Hitachi Computer Systems, Inc. Pentium is a registered trademark of Intel Corporation. Microsoft and Windows are registered trademarks of Microsoft Corporation. IBM and OS/2 are registered trademarks of International Business Machines Corporation. IBM and OS/2 are registered trademarks of International Business Machines Corporation.

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FROM NOW ON WHEREVER YOU ARE, IS EXACTLY WHERE YOU SHOULD BE.

Hitachi Introduces
MOBILIZED COMPUTING.

To everyone conditioned in the belief that to effect a goal you must at specific times be in a particular place, we have an announcement. You're off the hook. You now have the means to control events from any convenient spot.

The instruments of this are the new Hitachi Notebooks. Exemplars of an idea called Mobilized Computing. The first principle: You never know where you'll be when you need to plug in. The second: No one has time to waste on cyber-stuff. So every Hitachi Notebook comes pre-configured and pre-tweaked. Ready to connect via 28.8 modem to the Net, the online services, and two-way fax. Or to jump onto any local area network through that forest of electronic lanettes, a built-in LAN port. Your world is a big place. Mobilized Computing is designed on the assumption that you'll want to use all of it.

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FROM NOW ON
WHEREVER
YOU
ARE, IS EXACTLY
WHERE YOU
SHOULD BE.



Introducing
HITACHI
MOBILIZED COMPUTING.

Send and receive. and faxes. on their
CompuNet. Dow Jones, the Web, Log on
from wherever you are. Anything your com-
puter can do with a wire. Web, Log on from
where. Because some people are hard to wire
down. E-mail. Send and receive.
Faxes. Send and receive. AOL. Prodigy.
CompuNet. the Web. Log on and the a large-
phone jack, our new notebook can do with
no wires at a wire and a phonejack. Because
some people down. E-mail. From Dow E-mail.
Send and receive. and faxes. Send and
receive it. AOL. The Prodigy. CompuNet.
Dow Jones. the Web.



Hitachi PC Series © Hitachi

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PARTICULARLY IF IT IS.

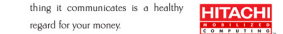
There's anything harder than staying on top of your business, it's staying on top of your money. We now offer you the means to deftly do both. The new Hitachi E Series, latest manifestation of the Mobilized Computing concept.

Each Hitachi notebook is engineered knowing that your work place isn't your office. It's wherever you have to be to do your job.

So the E Series arrives wired for the world. Since fusing with computers is not a profitable use of your time, its communications software comes pre-configured. And its 28.8 Kbps US Robotics modem, being an industry standard, connects you glitch-free from anywhere to anywhere via the Net, online services, or two-way fax.

Meantime, the E Series incorporates another brilliant insight: Astute managers hate to overpay.

This you will not do. Its slim case is crowded with impressive features. Plus many you forgot to ask for. Its engine, the Intel Pentium Processor (up to 133 MHz). Its screen is driven by one of today's latest graphic accelerators for dazzling presentations. The hard drive pops out for security and upgrades. And the floppydrive swaps for a second battery doubling power duration. In short, the Hitachi E Series has been honed for communications. The first thing it communicates is a healthy regard for your money.



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Website address: www.HitachiPC.com

SINCE 1960, NO PRESIDENT HAS EVER
BEEN OUT OF CONTACT WITH THE
REST OF THE WORLD.
(Should You Operate Any Differently?)



Introducing the New
HITACHI Mx SERIES

There was a time when Commanders-in-Chief could disappear for days at a time. They'd slip off somewhere to write a speech or fish or just make themselves generally unreachable to all three branches of government.

It's been awhile since presidents could do that. Heck, now even you can't do that. No matter where on the planet your business takes you, you're expected to be 100% on top of it.

The entire point of Hitachi Mobilized Computing technology Elevated to a higher state by the new Hitachi Mx Series notebooks. Every Mx comes ready to connect to anywhere via the Net, online services, two-way fax. Over standard office networks. Even wirelessly through its integrated US Robotics' cellular-ready modem. Meaning you can send and receive both faxes and E-mail anywhere you can use a cell phone.

And now we're one of the very first to offer the most powerful chip ever put in a personal computer. The 160MHz Intel Pentium processor with MMX technology. Making possible vast new capabilities, including super fast & realistic graphics.

So, whether you serve in high office or home office, you now have the means to exercise the requirements of leadership. With Hitachi Mobilized Computing, the levels of power are always at hand.



The New Hitachi Mx Series

HITACHI Mx SERIES: Significant

US Robotics 28.8K cellular-ready modem for wireless FAX and E-mail.	Intel Pentium processor of up to 160MHz. Based chip offered in a personal computer.
Intel Celeron processor with MMX technology for super-realistic video.	Intel Pentium III processor with MMX technology for super-realistic video.
Integrated 10/100 Base T LAN port.	Expandable CD-ROM drive up to 48x speed.
Optional mouse for track.	Also featuring Stereo-quality sound.

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HITACHI COMPUTERS PRINT

Apparently your e-mail has been read.

Introducing
THE HITACHI VISIONBOOK ELITE.
ULTRA THIN. VERY LIGHT. PANORAMIC SCREEN.

It's astonishing how a word from you really gets the wheels moving back at corporate headquarters. Of course, given how business is done these days, you're often not there to put out the word in person. Which is why Hitachi Mobilized Computing technology is a business tool of strategic import. And the new Hitachi VisionBook Elite delivers it in a package so light and so thin you'll take it wherever business takes you.

With Hitachi's extra large 13.3" screen, hyper-fast X2™ modem, and slim media libcase, its functionality and communications abilities are uncompromised.

Including access to information and graphics on the Internet or your company server. The Hitachi VisionBook Elite. Room the planet as you must, your influence at the home base remains undiminished.

Arriving a day early. Would like to see the final plan.

SIGNIFICANT FEATURES:

- Extremely thin (1.4") and light (5.15 lbs.)
- Super large 13.3" TFT display, XGA resolution
- 1.66GHz Intel Pentium processor with MMX technology, 528K L2 cache
- Hyper-quick U.S. Robotics X2™ modem, full-size keyboard
- Detachable libcase with 10x CD-ROM and 3.5" floppy drive
- 16MB EXO-RAM 2x1 GB hard drive
- Optional extended life Lithium-Ion battery
- Optional advanced port replicator

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Apparently your e-mail has been read.

Visit our booth #L1064

HITACHI
MOBILIZED
COMPUTING

Announcing the first desktop computer that's not a desktop computer.

Introducing
THE HITACHI VISIONBOOK PRO.
BUSINESS-SPEED MODEM. BUILT-IN LAN. HUGE SCREEN.

Once there were very good reasons to have one kind of computer for running your business and another kind for running around. But, with the introduction of the Hitachi VisionBook Pro, those reasons abruptly disappear. Because of our unique technology, the gap between desktop PCs and notebook PCs is, in practical terms, totally obliterated. By every measure—screen clarity and viewing area, convenient use of floppy and CD-ROM drives, the performance of Intel's Pentium processor with MMX technology—you compromise nothing.

And the new Hitachi VisionBook Pro delivers integrated communication features previously known only to desktops with In/Modem and LAN.

Now, ready to influence events from wherever you do business, the Hitachi VisionBook Pro. It will give you your desk back. While abstracting your need for one.

SIGNIFICANT FEATURES:

- 13.3" Review™ 686™ x2™ mobile format in a desktop
- Supports 100Mbps Ethernet
- Hitachi super large 13.3" TFT display
- XGA 1024 x 768 resolution
- High-performance processor with MMX technology
- 528K L2 cache, cache-on-disk
- CardBus compatible SuperDisk™ PC and drive supporting 2.88" 3.5" and 5.25"
- 12MB EXO-RAM, optional up to 16MB
- 3.5" floppy drive
- Super Lithium-Ion battery, up to 10 hours
- 10x CD-ROM drive, optional with second battery
- Optional advanced port replicator
- Optional advanced USB port

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Nothing can prepare you for the experience.



THE HITACHI VISIONBOOK ELITE. WITH THE BIG, BRILLIANT PANORAMIC SCREEN.

Maybe it should come with a warning. Because nobody looking at the extremely slim profile of the Hitachi VisionBook Elite would have any way of expecting what lies under the hood. A screen of panoramic dimensions—13.3". And a display so dazzling you'd better wear shades. Nothing else this lean and light can match its performance.

Nothing of any dimension exceeds its presentation powers. Inside the rugged carbon fiber resin casing are the benefits of Hitachi's exclusive technologies. Battery life—about three and a half hours*—is unmatched in its class. The keyboard is extra large with full-sized keys. And with its hyper-fast X2 modem, you have access from the furthest reaches to vital information on the Internet or back at the office. The Hitachi VisionBook Elite. Take it anywhere you travel on the globe. Just be careful where you point it.

Super large 13.3" TFT display. XGA resolution. Extremely thin (1.1")

Extra light (5.7 lbs.)

Extra large keyboard w/ backlit keys

Battery life—about 3.5 hours*

Available for free desktop extension



SIGNIFICANT FEATURES

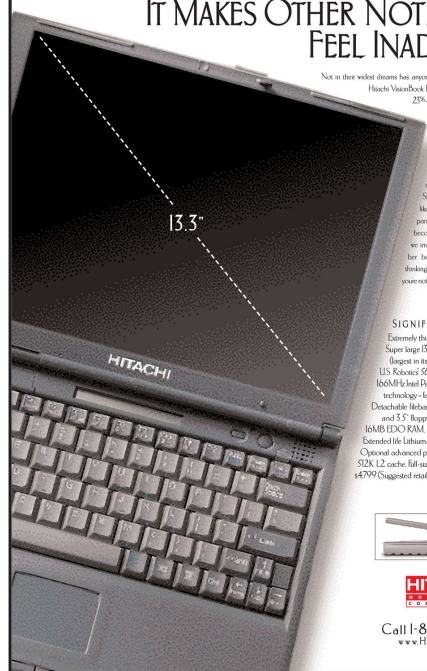
Super large 13.3" TFT display. XGA resolution. 166 MHz Intel Pentium processor with MMX technology. 512K L2 cache—over standard size for major speed boost. Detachable Hitachi docking extension with 16x CD-ROM and 3.5" floppy drive. Hyper-quick 56K* US Robotics X2 cellular ready modem—fastest in a notebook.

Zoom video. Card Bus support. 16MB EDO RAM upgradable to 80MB. Extended life Lithium Ion battery—about 3.5 hours*, the most powerful battery in its class. 21GB removable hard drive. Optional advanced port replicator. Optional SC.com Network Ready LAN card.



Call 1-800-HITACHI
www.HitachiPC.com

IT MAKES OTHER NOTEBOOKS FEEL INADEQUATE.



Nice in their wildest dreams has anyone ever made a notebook like the new Hitachi VisionBook Elite? A 13.3"—the largest in its class by 25%—is the most breathtaking view ever offered on anything this thin, light, and powerful. And with its hyper-fast US Robotics X2 modem and slim media Hitachi VisionBook Elite offers functionality and communications abilities unmatched by anyone. And with an SPD of \$4799* nothing in its class is likely to match the price either for a panoramic view and for information on becoming an Hitachi dealer. We invite you to call the number below. Because if you're thinking of selling anything else, you're not thinking big enough.

SIGNIFICANT FEATURES:

Extremely thin (1.1") and light.
Super large 13.3" TFT display.
Largest in its class XGA resolution.
US Robotics 56K* X2 modem—fastest in a notebook.
166MHz Intel Pentium processor with MMX technology—fastest in a notebook.
Detachable Hitachi with 16x CD-ROM and 3.5" floppy drive.
16MB EDO RAM. 21GB hard drive.
Detachable Lithium Ion battery.
Optional advanced port replicator.
512K L2 cache full-size keyboard.
\$4799 (Suggested retail price)*



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YOU NEED A PORTABLE COMPANY.

HITACHI INTRODUCES *the* MOBILIZED ENTERPRISE.

When the ultimate promise of the "Worldwide Web" is realized, you'll be able to conduct business any place on the planet as easily as you would in corporate headquarters. All your company's knowledge at the talents of your people will be accessible anywhere. But before this comes to pass, there's a lot of web waiting to do. Here Hitachi offers significant advantages as a partner. We've peeked our ideas of

Mobilized Computing into an end-to-end concept. The Mobilized Enterprise. A system that delivers, integrates and supports every class of device from notebooks to servers to mainframes. Backed by the bedrock record of reliability, you'd need to entrust us with your entire corporate knowledge base. The Hitachi Mobilized Enterprise. One system, one support team, one source. All with one call. Which we invite you to make today.



VisionBase 8200 2 Bay VisionBase 8680 4 Bay VisionBase 8680 8 Bay

IRONCLAD CORPORATE SERVERS

For decades Hitachi has built the company mainframes for the Fortune 500. Now we've introduced that same ruggedness and redundancy into our VisionBase servers. Based on Intel Pentium III and Pentium IV processors, these offer in a range of configurations from department level to the world's best performing 8-way Xeon-based server*. All are tuned for the latest versions of Microsoft Windows NT and certified for NetWare and LINUX. Each is optimized for remote manageability with Hitachi's proven HSM System Manager software.



MAXIMUM AVAILABILITY

Hitachi Freedom Storage systems store data from Open Systems or Windows NT clustered servers. Containing high redundancy, availability and performance in RAID storage up to 257 terabytes to suit distance barriers with Storage Area Network (SAN) connectivity and ultra high-speed access.



VisionDesk 8500 NEXT GENERATION LCD DESKTOPS

Leveraging our advanced LCD Super TFT display technology, the Hitachi VisionDesk 8500 points the way to the future of desktop systems. Its sleek all-in-one design gives back space taken by bulky CPUs and monitors. Powered by Intel Pentium III processors, the VisionDesk raises desktop computing standards to new levels.



VisionBook 800 HIGHLY CONNECTED CORPORATE NOTEBOOKS

Hitachi VisionBook 800 notebooks deliver new levels of performance, value and style. Powered by Intel Pentium III processors up to 566MHz, VisionBook 800s offer uncompromised connectivity to the Web or corporate networks via integrated 56K* V.90 modems and 10/100 Base-TX LAN.



VisionBook 6000 SUPERLIGHT MINI NOTEBOOKS

The Hitachi VisionBook Traveler 6000 is the ultimate manifestation of our Mobilized Computing ideal. Elegantly designed and weighing just 2.9 lbs., the Traveler 6000 offers a 10.4" screen, touch-sensitive keyboard, and integrated 56K* V.90 modem or 10/100 Base-TX LAN. Its just two components to leave behind.



HITACHI COMPUTERS TV

