



G-Technology
by Hitachi

FOR IMMEDIATE RELEASE

For more information contact:

Erin Hartin

Hitachi Global Storage Technologies
303-284-7790 (w) or 303-601-8035 (m)
erin.hartin@hitachigst.com

Meredith Brengle

Weber Shandwick
(314) 552-6781 (w) or (636) 399-0553 (m)
mbrengle@webershandwick.com

G-Technology by Hitachi Announces Sundance Partnership with actor Joseph Gordon-Levitt's hitRECORD.org

*G-Tech and hitRECORD Provide Content Creators with the Resources for a Truly Unique,
Global Collaboration Experience at the Sundance Film Festival and Beyond*

2010 SUNDANCE FILM FESTIVAL, January 22, 2010 (Park City, UT) — [G-Technology by Hitachi](#), a leading provider of premium external storage solutions trusted by filmmakers and creative professionals, has joined forces with award-winning actor Joseph Gordon-Levitt and his collaborative multimedia production company, hitRECORD.org, during the 2010 Sundance Film Festival, January 21-31.

Gordon-Levitt launched hitRECORD.org in 2005 as a way for artists to share, record and collaboratively remix each other's content into new pieces of art. Gordon-Levitt partnered with G-Technology by Hitachi at the 2010 Sundance Film Festival where they will build a full-service multimedia recording studio complete with audio/video editing suites, cameras, microphones and projectors using G-Tech storage solutions. hitRECORD.org content will be captured, stored and edited using G-Tech's new [G-DRIVE mobile](#) USB, as well as the [G-SPEED FC XL](#), [G-SPEED eS](#), [G-RAID](#), [G-RAID mini](#), and [G-DRIVE mini](#), which have become the go-to storage solutions when quality, reliability and performance are not optional.

Utilizing its presence at Sundance's New Frontier on Main, hitRECORD will invite its global online community and festival attendees to work together in real-time to record and remix each other's videos, writing, music, photography and anything else into cohesive, short multimedia works. At the end of the Festival, Gordon-Levitt will host an official Sundance screening to showcase the results of these collaborations and bring the hitRECORD and the Sundance communities together.

"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 creative 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 are a perfect match. We both cater to the content community, enabling users to do what they do best – create. I could never have imagined a more supportive partner than G-Tech. I like the company, I like the people, and I'm happy to work with them.”

“We are proud to team up with Joseph and hitRECORD.org in order to support their ongoing work and provide solutions for the team’s storage needs during the Festival,” said Mike Cordano, executive vice president, worldwide sales and marketing, and president, Branded Business for Hitachi Global Storage Technologies. “Connecting people to their passions, to their community and to a premium brand of storage solutions that are made to work at the speed and pace of the creative process is what we’re all about.”

The deal was brokered by Creative Artists Agency on behalf of its client Joseph Gordon-Levitt.

For more information on how to collaborate with Gordon-Levitt and hitRECORD.org at Sundance, visit www.hitRECORD.org.

Stay connected with G-Tech at Sundance and beyond:

G-Tech drives are engineered specifically to meet the needs of the content creation and Apple Mac communities, including heavy users of multimedia content, Final Cut Pro® digital audio/video 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 AV production and can be found in post-production facilities worldwide.

Extending its portfolio even further into the Mac creative community, G-Technology launched its new G-DRIVE mobile family at Sundance. The G-DRIVE mobile USB and the G-DRIVE mobile are specifically designed for Apple users who strive for external storage solutions that complement their Mac lifestyle. The new 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 new 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. With capacities up to 500GB, both are formatted for Macs and are Time Machine® ready for simple automated backups. Please visit www.g-technology.com for more information.

Web: G-Technology.com/SundanceFilmFestival

Facebook: G-Technology

Twitter: @GTechbyHitachi, #GFan/#Sundance

YouTube: GTechStorage

Flickr: G-Technology

###

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 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>.

Hitachi trademarks, including G-Technology, G-SPEED, G-RAID, and G-DRIVE, are authorized for use in countries and jurisdictions in which Hitachi has the right to market the brands. Hitachi is not liable for third parties' unauthorized use of Hitachi trademarks. All other trademarks are properties of their respective owners.