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Hitachi eBworx targets Next Generation with its Lifestyle Banking Solutions

-- **April 24, 2013, Jakarta** --- Hitachi eBworx is showcasing its suite of solutions on the 24-25 of April at The Asian Banker Summit 2013 held in the Ritz Carlton Mega Kuningan, Jakarta, Indonesia. Its booth C2 is located at Level 2 of Ritz Carlton.

It's predicted that Mobile usage will overtake fixed Internet access by 2014 and Mobile App Banking will reach 50 Million users; are banks ready to capture this rapidly growing market to be at the forefront in providing banking solutions? Banking systems were all about having more functions, features, operational effectiveness and extending the bank's reach. Today, we engage Generation Y with Lifestyle Banking – social media, mobility, usability, natural customer engagement, mobile banking and more. "It is about breathing life into how you engage your customers while ensuring that there is no compromise in functionality and most of all, is still aligned to the bank's strategic objectives", shared its Head of Solutions Consulting, Andrew Goh.

On the other hand, Hitachi eBworx will showcase its revamped, award winning Loans Origination System (LOS) – Digital Credit Management System (DCMS). It is today, a highly usable, feature rich, and proven high performance system. The revamped DCMS is injected with exceptional User Experience providing users of the system with a rewarding experience that will translate to enhanced efficiency and effectiveness in an operational environment.

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Hitachi eBworx is recognised as a regional brand and is a two-time Best of Financial Applications winner at the Asia Pacific ICT Alliance (APICTA) Awards. It has also received recognition by The Asian Banker and Financial Insights Innovation Award for its suite of solutions.

For further information, please logon to <http://www.hitachi-ebworx.com>

About Hitachi eBworx

Hitachi eBworx is a leading international consulting and technology solutions firm specialising in the financial services industry delivering innovative and high-performance solutions. The company's vision is to be the most trusted and recognised Global Financial IT Solution Partner.

Hitachi eBworx has a wide reputation in the market as a market leader for its Credit Management solutions of Loans Origination, Collection and Debt Recovery, Touchpoint solutions such as Internet, Mobile and Transaction Banking and Trade Finance system. Its customer base boasts some of the largest tier-1 banks in the region including the super-regional banks of Asia Pacific.

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 320,000 employees worldwide. Fiscal 2011 (ended March 31, 2012) consolidated revenues totalled 9,665 billion yen (\$117.8 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, industrial, transportation and urban development systems, as well as the sophisticated materials and key devices that support them.

For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.