

News Release

Hitachi Targets \$6 Billion Video Security and Monitoring Market With New Video Management Platform Models and Strategic Partnerships

Company Teams With Industry Leaders Milestone Systems and OnSSI to Validate and Deliver Robust Video Security and Monitoring Solutions

Santa Clara, Calif. – September 12, 2016 – [Hitachi Insight Group](#), which is responsible for driving Hitachi’s global unified internet of things (IoT) business and go-to-market (GTM) strategy, today introduced three new [Hitachi Video Management Platform](#) (VMP) models designed to aggressively move the company into the video security and monitoring market—a more than \$6 billion total available market (TAM) opportunity based on recent estimates from an independent research firm. The new Hitachi VMP configurations combine virtualized compute and storage and are delivered as fully integrated, turnkey appliances. These new models are optimized for enterprise video security and monitoring environments and support video analytics. Hitachi also announced that it is growing its partner ecosystem and expanding its strategic alliances with digital video management system (DVMS) industry leaders Milestone Systems and OnSSI to develop and deliver joint solutions that offer increased levels of enterprise security, workplace safety, and industrial and operational efficiencies.

Video management systems provide a critical foundation for both physical and digital information assets that support a holistic security program and regulatory compliance in enterprise and institutional security environments. Video monitoring, which has traditionally supported only physical security, is now being used to support new applications, such as improving traffic congestion, increasing industrial and operational efficiencies and supporting workplace safety. These applications are driving a flood of “big video” data that requires enterprise-class storage, fast data recall, expanded data security and little-to-no degradation to effectively support real-time monitoring and analysis. Although most enterprise customers today are looking to embrace digitalization to transform their businesses, many existing video storage and monitoring solutions still rely on legacy technologies and analog video formats that cannot fully capitalize on IoT or support analytics and advanced technologies. Hitachi VMP is designed to address this gap.

“Video monitoring and security are key areas where digitalization can offer profound benefits. However, the migration to digital video solutions has been slow, due in large part to the limitations of existing products and a reliance on legacy technologies and analog video formats. With its Video Management Platform, Hitachi is addressing a major gap in the video compute and storage market that has prevented physical security solutions from evolving to fully embrace digital transformation and IoT,” said Pierre Bourgeix, vice president at consulting firm SecureState. “The Hitachi Video Management Platform segments, stores, scales and protects video data to mitigate and manage

security threats consistently and with clarity. Hitachi VMP bridges the digital and physical divide in enterprise environments to help security, IT and business operations teams better utilize video technologies to reduce risk, increase security and workplace safety, and drive greater operational and organizational efficiencies.”

To extend the benefits of Hitachi VMP and help customers further maximize the potential of their video assets, Hitachi is working with partners Milestone Systems and OnSSI to deliver next-generation video management solutions built on their trusted and market verified technologies. Hitachi VMP has been fully tested and certified compatible by its partners to support the XProtect VMS software from Milestone Systems, and the Ocularis 5 VMS software from OnSSI, respectively. Hitachi is collaborating with both companies to co-develop solutions, accelerate GTM and expand opportunities in the fast-growth video security and monitoring market.

“Milestone’s robust open IP video management software together with the simplicity and reliability of Hitachi’s Video Management Platform will help to pave the way for smarter, safer cities, industries and businesses of the future,” said Reinier Tuinzing, strategic alliances manager, Americas, at Milestone Systems. “Hitachi VMP has successfully completed the Milestone Certified Solution Program and passed all required certifications for operating with Milestone XProtect VMS software. We’re glad to be teaming with Hitachi to develop high-reliability video monitoring and security solutions that will enable our mutual government, enterprise and industrial customers to fully capitalize on their video data, manage risks, protect people and assets, optimize processes and reduce costs.”

“We see tremendous opportunity for OnSSI and Hitachi to gain prospects and take share in a marketplace ripe for next-generation video management solutions,” said Mulli Diamant, vice president of international business development at OnSSI. “During VMP’s certification testing, we were impressed with how well its virtual foundation performed in supporting a thousand-camera system. We’re pleased to be working with Hitachi to bring to market the unique high-efficiency recording engine of our Ocularis 5 VMS with the Hitachi Video Management Platform to improve physical and information security, and drive new levels of operational capabilities for our mutual customers.”

Hitachi VMP Product Specifications

Hitachi VMP is built on trusted commercial technologies from the Hitachi Group family of companies, including [Hitachi Data Systems’](#) (HDS) Virtual Storage Platform (VSP). Similar to Hitachi Unified Compute Platform (UCP), Hitachi VMP combines best-in-class storage, network and compute technologies delivered as a tightly integrated converged platform that is optimized for virtualized environments. Hitachi VMP was specifically architected and built ground-up for video security and monitoring deployments to provide maximum scalability, performance and support a variety of enterprise applications, including video analytics. Hitachi VMP is now available in three configurations to support medium to large enterprise security environments ranging from 150 to 10,000 or more

cameras: the VMP 150, VMP 500 and VMP 1000. Key benefits include:

- **High Availability:** Many existing video management platforms are reported to have data loss rates of 20 percent or higher. Hitachi VMP delivers fully redundant, highly available storage to ensure little-to-no data loss and minimize video degradation.
- **Scale Easily:** Hitachi VMP is a converged platform that provides built-in virtualization and a scale-up architecture designed to easily support increased need for video storage capacity and share integrated physical resources like compute and analytics out of the box.
- **Reduce Risk of Data Loss:** Compliance demands in government and highly regulated industries require security solutions that mitigate risk from both existing and potential security threats. Hitachi VMP offers a higher level of protection by providing customers with an option to maintain video and information assets in a segmented environment to reduce the challenges of data protection and complement risk-based security and compliance processes.
- **Pre-validated:** Hitachi developed and fully tested VMP for compatibility with industry leading VMS software to ensure customers and system integrators can deploy it with confidence.

“Our customers want to do more with their video assets than is possible with existing video management platforms or legacy technologies like CCTVs,” said Mark Jules, vice president, public safety and smart city solutions at Hitachi Insight Group. “We designed Hitachi Video Management Platform to take their video security deployments to the next level. Together with our world-class channel and alliance partners, Hitachi is supporting video analytics and other advanced technologies that will future-proof their security environments and help them fully capitalize on digital video and IoT. We’re pleased to be working with Milestone, OnSSI and other industry leaders to deliver the next-generation solutions that will propel our customers’ businesses forward.”

Availability

Hitachi VMP is generally available now in North America, the United Kingdom and all APAC countries, excluding Japan, through Hitachi and select partners. Hitachi will also expand availability to France, Germany and other EMEA markets this year to meet the growing market demand for digital and IoT-optimized video security and monitoring solutions.

For more information about Hitachi Video Management Platform, visit <https://www.hitachiinsightgroup.com/en-us/smart-cities.html#video-security-and-monitoring>.

About Hitachi Insight Group

Hitachi Insight Group is dedicated to driving business and societal transformation through digitalization. Its digital solutions deliver connected intelligence from the internet of things and actionable insights that support better decision-making, exceptional outcomes and smarter, safer, healthier, more efficient societies. Leveraging Hitachi's rich

industrial heritage and extensive expertise in both operational and information technologies (OT and IT), Hitachi Insight Group accelerates solution creation with the Lumada IoT core platform, serving public and private sector customers across three market categories: Smart City, Digital Energy and Industrial IoT. The group is based in Santa Clara, CA, USA, with offices and operations worldwide. For more information, visit www.hitachiinsightgroup.com.

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About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges. The company's consolidated revenues for fiscal 2015 (ended March 31, 2016) totaled 10,034.3 billion yen (\$88.8 billion). The Hitachi Group is a global leader in the Social Innovation Business, and it has approximately 335,000 employees worldwide. Through collaborative creation, Hitachi is providing solutions to customers in a broad range of sectors, including Power / Energy, Industry / Distribution / Water, Urban Development, and Finance / Government & Public / Healthcare. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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