



Hitachi Construction Machinery (Australia) Pty Ltd

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FOR IMMEDIATE RELEASE

## Post Aimex 2015

Hitachi was the proud main sponsor for the biennial event, AIMEX 2015 held at Sydney Olympic Showground, Tuesday 1st September – Friday 4th September. Firmly established on the international mining industry calendar for over 35 years, Hitachi led by Hitachi Construction Machinery Australia (HCA) & Hitachi Australia Pty Ltd representing Hitachi, Ltd., seized the opportunity to showcase their full scope of products, services and solutions offered to the mining industry.

With the stand positioned centre inside the Trade Show, approximately 7,000 people visited throughout the week where Hitachi had the opportunity to showcase a range of interactive elements to heighten the experience for visitors. For example, visitors had the opportunity to take Hitachi's EH5000AC-3 rigid dump truck high tech simulator for a virtual spin. The EH5000AC-3 Rigid Dump Truck is Hitachi's largest RDT, with a payload class of 300 tonnes and a reputation for superior hauling capabilities in the surface mining industry. This market-leading machine featured advanced Hitachi AC drive control systems, a high-powered Cummins or MTU engine and advanced safety features. The simulator was set up to replicate an RDT plus trailer configuration to give visitors a realistic experience.

To entice visitors, a competition was held for all participants who took part in the simulator challenge with first prize awarded the DJI Phantom 3 Professional valued at \$1950.00. The two lucky runners up received a Hitachi EH5000AC-3 Rigid Dump Truck Scale Model valued at \$396.27 each. The simulator wasn't the only innovative feature of the stand, four interactive screens were installed to showcase Hitachi's Social Innovation Business in the mining industry. Aimed at providing integrated solutions to improve productivity of mining operations through converging management consulting, high efficiency machinery, operation technology and information technology.

Visitors were able to demo Hitachi's Energy Visualisation Dashboard which is an innovative, nonintrusive energy management software used to project total energy consumption in dashboard form.

A Wenco FMS video was among the features to explain the purpose of utilising live data and machine status to increase efficiencies in fleet utilisation, production, maintenance and safety. In April this year, HCA became the exclusive distributor of Wenco International Mining Systems throughout Australia, New Zealand, New Caledonia and Papua New Guinea. Wenco delivers world-class fleet management software and hardware to accurately record equipment activity, location, time, production, and possible maintenance information.

In conjunction with AIMEX, Hitachi held an AIMEX Dinner on a cruise ship in Sydney's Harbour on Wednesday 2nd September. As a part of the evening, Hitachi helped raise over \$17,500 for the Humpty Dumpty Foundation, part of which will go towards the purchase of a Connex Vital Signs Monitor for John Hunter Children's Hospital in Newcastle, NSW.



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The success of Hitachi's investment in AIMEX was positively recognised by Australia's Mining Monthly website crediting Hitachi with the 'Best Stand Award.' The write up reviewed features of the stand and attributed the investment to pay possible dividends for Hitachi, being the only Mining player at the show this year.

David Harvey, Managing Director of Hitachi Construction Machinery (Australia) noted the warm response given by visitors, "The stand was received very well as it showcased many of the products and services available from the Hitachi group of companies and it further reinforced the capability and breadth of Hitachi as a company."

"This is the main event that we use to promote our company every four years to the greater mining industry and as such is of extreme importance."

Mr Hitoshi Ishihara, Managing Director Hitachi Australia Pty Ltd, reiterated the uniqueness of Hitachi to bring together its various technologies under the "One-Hitachi" Flagship and provide total solutions to the mining industry.

For more information on Hitachi's group companies, please visit [www.hitachi.com.au](http://www.hitachi.com.au)

**[PRESS RELEASE ENDS]**

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About Hitachi Construction Machinery (Australia) Pty Ltd

Hitachi Construction Machinery (Australia) Pty Ltd (HCA) is a subsidiary of Hitachi Construction Machinery Co., Ltd and part of the global and diversified Hitachi Group. HCA is the exclusive distributor of Hitachi, Bell and John Deere (construction and forestry) equipment in Australia—three of the most renowned and innovative Original Equipment Manufacturer brands in the world. HCA delivers comprehensive sales, service and parts support to customers across the mining, quarry, construction, forestry, material handling and recycling industries through its wholly-owned national branch network.