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Hitachi Announces “RX Series” Small Character Inkjet Printers

Tarrytown, NY, February 10 2011-- Hitachi America, Ltd., Industrial Component and Equipment Division, today announces one of the most versatile small character inkjet printers, the RX Series. Hitachi's newly engineered small character inkjet printer, the RX Series, expands the reliability and product functionality of the time proven Hitachi PXR and PB Series inkjet printers.

Features of the RX Series Portfolio include but are not limited to:

- Lowest Cost of Operation via Innovative Ink Circulation System
- Market Leading Reductions to Fluid Consumption and Evaporation
- Automatic Nozzle Cleaning with Auto Shut-Down Feature
- 10.4” Large Color LCD Touch Panel with increased resolution/viewing angle
- Intuitive/User Friendly Guidance for operation and maintenance
- Ethernet connectivity to enable manufacturing integration
- Printhead Flexibility (Inline or 90 degree standard)
- RoHS Environmental Product Compliance
- IP55 Stainless Cabinet Enclosure Rating for a variety of installations
- “WYSIWYG” Expanded Message Display
- Simplified design for maintenance by end user/customer

“Building upon our innovation of inkjet technology since 1975, we are most with excited to the RX Series Product enhancement for 2011. The drastic reductions to Life Cycle Cost and Eco-Friendly Design solidify Hitachi's commitment to the Customer Investment and Preservation of our Natural Resources,” noted Nitin G. Shanbhag, Senior Manager of the Hitachi Ink Jet Printer Group.

“The RX Series represents Hitachi's focus on our customers' needs and culture to manufacture efficient,

reliable and environmentally-friendly products,” noted Christopher Jordan, Senior Product Specialist of the Hitachi Ink Jet Printer Group.

Hitachi RX Series Inkjet Products are part of the Ink Jet Printer Group, which is based in Charlotte, NC. The Charlotte Facility is the center for all Ink Jet Printer Group business operations, warehousing and training for Distribution Partners and OEMs.

For further information contact Hitachi at inkjetprinters@hal.hitachi.com. Or visit us online at www.hitachi-america.us/inkjetprinters. For direct assistance please call 704-494-3008 ext. 21.

About Hitachi

Hitachi America, Ltd., headquartered in Tarrytown, New York, a subsidiary of Hitachi, Ltd., and its subsidiary companies offer a broad range of electronics, power and industrial equipment and services, automotive products and consumer electronics with operations throughout the Americas. For more information, visit www.hitachi-america.us. For information on other Hitachi Group companies in the United States, please visit www.hitachi.us

Hitachi America, Ltd., Industrial Components and Equipment Division supplies a broad range of sophisticated electrical and electronic components for application in pharmaceutical plants, food and beverage processing plants, chemical plants and other manufacturing facilities.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2009 (ended March 31, 2010) consolidated revenues totaled 8,968 billion yen (\$96.4 billion.) Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban 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 www.hitachi.com.

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