

**InfoComm Booth #1937
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**HITACHI AMERICA BRINGS RELIABILITY AND HIGH PERFORMANCE TO A
BROAD SPECTRUM OF PRESENTATION ENVIRONMENTS WITH LCD
PROJECTOR PRODUCTS AT INFOCOMM 05**

*--The projector lineup addresses a range of markets that require various degrees of brightness
and versatility. --*

LAS VEGAS, NEVADA, www.hitachi.us, June 8, 2005 – Underscoring its commitment to providing a wide variety of presentation environments with high-performance presentation tools, the Digital Media Division of Hitachi America, Ltd. (Booth #1937) is featuring 10 new LCD projector models. The projectors cover the spectrum of features in terms of brightness, portability and affordability, addressing markets such as education, PC, retail and house of worship.

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“Presentation environments vary with regards to the specific needs placed on their technology,” said Pete Denes, Hitachi America, Digital Media Division director of sales. “Nevertheless, all require high performance and reliability. While each individual projector model from Hitachi America is unique in its feature set, all carry the reliability and performance for which Hitachi projectors have become known.”

Hitachi America is introducing the **CP-RX60** projector, an affordable and easy-to-use projector ideal for quick setup and portability, measuring only 11 x 3 x 8 inches and weighing 4.8 pounds. Additionally, at 1,500 ANSI lumen, the CP-RX60 provides the brightness and clarity required in a variety of presentation environments. At a resolution of 1024 x 768 and 4:3 aspect ratio, it can meet the quality demands of any application. Additionally, noise level is only 33 dB in whisper mode.

With 2,500 ANSI lumens, advanced connectivity and portability, the new **CP-X440** model XGA projector meets the needs of any business presentation. Additionally, its resolution of 1024 x 768 and a 4:3 aspect ratio guarantee unmatched clarity. The CP-X440 model also features a low 33dB noise rating and a manual 1:1.2 zoom.

Featuring 2,700 ANSI lumens, built-in sound, light weight and advanced connectivity, the new **CP-X443** model provides systems integrators with greater versatility to serve their customers with a Hitachi professional-grade projector. With a resolution of 1024 x 768 and a 4:3 aspect ratio, the CP-X443 model projects large-screen images that are clear and easy to see, even in large rooms or bright environments. Additionally, the CP-X443 model projector has been designed with audio in mind, as 4 3-Watt speakers are built in, providing sufficient sound in classrooms without the need for additional external speakers.

Additionally, Hitachi America has introduced its new **CP-X444** model XGA projector. At 3,200 ANSI lumens, a wealth of connectivity options at an affordable price point, the CP-X444 fills a much-needed niche for dealers and distributors. With a resolution of 1024 x 768 and a 4:3 aspect ratio, the CP-X444 model provides unmatched clarity and a manual 1:1.2 zoom. The CP-X444 model also features a low 33dB noise rating in Whisper Mode.

Hitachi America is also introducing the new **CP-X1230** projector, providing integrators a high-end projector for the most challenging applications in large venues, as well as sophisticated business and church installations. With the longest warranty in Hitachi's stable of high-quality projectors, the CP-X1230 underscores the support Hitachi America provides to its integrators in the large venue or high-quality business and church markets. Its most brilliant picture is rated at 4,000 ANSI Lumens with two channels of audio.

With its high brightness and SXGA+ resolution, the **CP-SX1350** model is ideal for command and control, engineering and CAD/CAM applications where acute resolution of small details is important. The CP-SX1350 measures 6.3 x 16.5 x 12.6 inches with a weight of 17 pounds. Its 3,500 ANSI lumens are enough to meet the standards of even the most rigorous presentation applications. At a resolution of 1400 x 1050 and a 4:3 aspect ratio, the user also has unmatched clarity at his/her disposal.

Hitachi America continues to expand its Illumina series projectors with the **ED-S3350**, **ED-X3400** and **ED-X3450** LCD projectors. The ED-S3350 offers expanded connectivity and high performance in this segment of the market. Weighing just 5.5 pounds and featuring a low 32 dB noise rating, the new S3350 offers a bright picture of 2,000 ANSI Lumens in Power Up mode and a manual 1:1.2 zoom. The 800 x 600 SVGA resolution is projected in a 4:3 aspect ratio.

The **ED-X3400** measures a compact 11.7 x 2.5 x 9.2 inches and weighs a light 5.5 pounds, which means small business owners and school employees can conveniently transport it within a facility and between locations. The 1,500 ANSI Lumens in Power Up mode offers a bright picture, while XGA resolution of 1024 x 768 in a 4:3 aspect ratio ensures businesses and schools the brilliant picture and definition they need for their presentations. The zoom is a manual 1:1.2 and the projector operates at a quiet noise rating of 32 dB.

Additionally, the **ED-X3450** offers the business and portable projector market a full-featured, high quality projector that makes sense for any business application, no matter how rigorous the demands. Measuring a compact 11.7 x 2.5 x 9.2 inches and weighing in at a mere 5.5 pounds, it can meet business requirements for projectors that travel or just have to move down the hall. The bright 2,000 ANSI Lumens projector (in Power Up mode) provides the business market with a brilliant picture at the clarity and sharpness required to detail critical information in a business presentation.

Hitachi's final new LCD projector offering, the **Illumina PJ-LC7** improves on the performance of Hitachi's previous home projectors to bring cost-effective yet powerful technology that raises the bar for home or entry-level contractor applications. Extending the performance of projectors in this range, the new Illumina boasts a brightness of 1,500 ANSI Lumens and a resolution of 800 x 600 in 4:3 aspect ratio. The feature-laden projector enhances ease of use with a high-performance 1:1.2 Digital Zoom.

Further expanding on Hitachi's dedication to service, **Hitachi OneVision** is a sales and marketing program that brings together the products, services and expertise offered by Hitachi Software, Hitachi America, Ltd., Digital Media Division, the Hitachi Data Systems Ubiquitous Business Solutions division and Hitachi Denshi, enabling dealers and integrators carrying products offered by any one of these divisions to qualify for savings on products manufactured by other divisions.

OneVision makes it possible for any Hitachi dealer to configure an advanced communications system that delivers high performance and high performance value. As a result, dealers and integrators can now provide more comprehensive systems for their customers at a significant discount.

About Hitachi

Hitachi America, Ltd. markets and manufactures a broad range of electronics, computer systems and products, and consumer electronics, and provides industrial equipment and services throughout North America. For more information on Hitachi in North America, visit <http://www.hitachi.us>.

Hitachi, Ltd., (NYSE: HIT), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 347,000 employees worldwide. Fiscal 2004 (ended March 31, 2005) consolidated sales totaled 9,027.0 billion yen (\$84.4 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 and financial services. For more information on Hitachi, please visit the company's Website at <http://www.hitachi.com>.

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