

**InfoComm Booth #1937
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**HITACHI AMERICA EXTENDS PROJECTOR OFFERING IN THE EDUCATION
AND CHURCH MARKET AT INFOCOMM 05 WITH INTRODUCTION OF THE
NEW ED-S3350**

*-- This new projector adds bright-picture and low-noise performance in the cost-conscious
segment of the school and church market --*

LAS VEGAS, NEVADA, www.hitachi.us, June 8, 2005 – In a unique pairing of reliable performance with affordability, the Digital Media Division of Hitachi America, Ltd., today announced at InfoComm 05 (Hitachi America booth #1937) that it continued to expand its lineup of projectors in the school and church market with the introduction of the ED-S3350 LCD projector. The new unit offers expanded connectivity and high performance in this segment of the market.

“The new S3350 LCD projector brings to bear the highest levels of Hitachi’s engineering talent in producing this cost-effective yet high-performance presentation product,” said

Pete Denes, director of sales, Hitachi America. "For schools and churches that want bright images and technology that will continue to perform over time, the S3350 is the ideal choice."

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 with a contrast ratio of 400:1 and a manual 1:1.2 zoom. The 800 x 600 SVGA resolution is projected in a 4:3 aspect ratio. Full connectivity to a complete range of professional presentation applications is accommodated, including standard video connections and RS-232 control.

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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