

**InfoComm Booth #1937
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**HITACHI AMERICA UNVEILS ILLUMINA PJ-LC7 PROJECTOR AT INFOCOMM
05 FOR ENTRY LEVEL AND HOME USE**

-- Introduction at INFOCOMM 05 broadens company's projector offerings from the highest level, large venue systems to now include entry level, easy to use projectors --

LAS VEGAS, NEVADA, www.hitachi.us, June 8, 2005 – Bringing its trademark reliability and superior performance to more intimate presentation settings, the Digital Media Division of Hitachi America, Ltd., today unveiled the Illumina PJ-LC7 LCD projector at InfoComm 05 (Hitachi America booth #1937). The new projector improves on the performance of Hitachi's previous home projector offerings to bring cost-effective yet powerful technology that raises the bar for home or entry-level contractor applications.

"This new SVGA projector brings the ratio of price/performance to a new level," said Pete Denes, director of sales, Hitachi America. "The Illumina engineering team has

designed a projector that targets the market perfectly by providing us with the brightest and most robust projector in this price range.”

The Illumina offers 1,500 ANSI Lumens with a 300:1 contrast ratio. Extending the performance of projectors in this range, the new Illumina boasts 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. Lamp life for the projector is an expected 2000 hours. Further indicating the highest level of engineering that went into its design, the new projector has a low noise figure of 32 dB in whisper mode and weighs only 4.8 pounds. Built-in RS-232 control is standard.

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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