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**HITACHI DESIGNS NEW SVGA PROJECTOR WITH PROFESSIONAL FEATURES AT  
OUTSTANDING VALUE**

*-- CP-S235 Delivers Enhanced Brightness and Connectivity in a User-Friendly Package --*

**BRISBANE, Calif.**, [www.hitachi.us](http://www.hitachi.us), March 30, 2004 – Hitachi America, Ltd., Digital Media Division, a subsidiary of Hitachi, Ltd., Tokyo, Japan (NYSE: HIT), today announced the availability of the newest member of its LCD projector family, the seven-pound CP-S235. Designed for use in venues ranging from classrooms to corporate conference rooms, the affordably priced CP-S235 delivers an outstanding value with a sweeping range of presentation features. The CP-S235 offers an impressive 1,600 lumens of brightness combined with SVGA resolution for brilliant, crystal-clear images.

“The new CP-S235 projector provides customers with the abundant features and premier quality and reliability that are Hitachi’s recognized attributes, at an extremely competitive price point,” said Pete Denes, director of sales for Hitachi America, Ltd., Digital Media Division. “Its ease-of-use and functionality make it the perfect presentation solution for an array of educational and business environments.”

### **Versatile Presentation Options**

Hitachi's CP-S235 provides numerous connectivity options, including one RGB and three video inputs, including component and S-video. The projector is HDTV compatible and incorporates full remote mouse control so that the presenter can command the presentation from a remote, rather than through a PC. A monitor output allows presenters to view the same projected image on an external monitor, enabling presenters to focus on the audience and avoid turning back to look at the screen. An audio output function also permits the use of additional external speakers to further enhance sound, which is especially useful in noisy classrooms and larger venues.

The CP-S235 offers Hitachi's signature *Whisper Mode* function, which reduces operating noise levels to 30 decibels with only a slight reduction in brightness. Vertical keystone correction also allows the presenter to work around various seating arrangements where the path of the projected image may be obstructed. Other features include manual zoom and focus, illuminated control buttons, a customizable start-up screen, 16:9 mode for widescreen viewing and a PIN security code.

### **Pricing and Availability**

The CP-S235 is priced at \$2995.00 and is currently available through Hitachi's network of nationwide resellers. For more information, or to locate a dealer near you, please visit <http://www.hitachi.us/digitalmedia>, or call 1-800-225-1741.

### **About Hitachi**

Hitachi America, Ltd., Digital Media Division, supplies high-performance multimedia products to OEMs, value-added resellers, system integrators and distributors. The division's products include LCD/LCOS projectors and color laser beam printers.

Hitachi America, Ltd., a subsidiary of Hitachi, 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, visit <http://www.hitachi.us>.

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Hitachi, Ltd. (NYSE: HIT), headquartered in Tokyo, Japan, is a leading global electronics company, with approximately 340,000 employees worldwide. Fiscal 2002 (ended March 31, 2003) consolidated sales totaled 8,191.7 billion yen (\$68.3 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 Web site at <http://www.hitachi.com>.