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**HITACHI AMERICA UNVEILS TWO LCD PROJECTORS SHOWCASING  
ADVANCED NEW DESIGN, LIGHT WEIGHT AND HIGH POWER**

*-- Two new projectors underscore Hitachi's commitment to reliability, versatility and  
functionality. --*

**BRISBANE, CALIFORNIA, [www.hitachi.us](http://www.hitachi.us), August 17, 2005** — Bringing portability and an expansive feature set to a variety of presentation environments, Hitachi America is introducing two new lightweight, high-power LCD projectors. These additions to the Hitachi family feature a new design, while maintaining the company's trademark reliability and ease of operation.

The Hitachi **CP-S240** LCD projector weighs in at a light 6.2 pounds and measures 12.0 x 3.4 x 9.8 inches, making it easily transportable. Boasting 2,000 ANSI lumens of brightness and a 400:1 contrast ratio, the CP-S240 ensures there is no drop-off in performance. The CP-S240 features SVGA resolution (800 x 600), and noise level is 33 dB in whisper mode.

The Hitachi **CP-X250** LCD projector offers high performance at an affordable price point. Featuring XGA (1024 x 768) resolution, the CP-X250 weighs 6.2 pounds with a brightness of 2,000 ANSI lumens. The CP-X250 measures 12 x 3.4 x 9.8 inches, and boasts a 400:1 contrast ratio.

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“The new CP-S240 and CP-X250 LCD projectors provide 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, Hitachi America, Digital Media Division. “Their ease-of-use and functionality make them the perfect presentation solution for an array of environments.”

Both LCD projectors are equipped with vertical keystone correction, reverse image function for ceiling mount, progressive scan and Hitachi’s My Screen feature.

### **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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