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**AMERICAN ACADEMY OF ART FINDS ITS ARTISTIC VISION WITH  
HITACHI CP-X445 LCD PROJECTOR**

*-- The install is part of an audio/video systems upgrade in the school's gallery, which is  
used for presentations and guest lectures --*

**BRISBANE, CALIFORNIA, [www.hitachi.us](http://www.hitachi.us), July 13, 2005** — In a project that underscores the unparalleled brightness and reliability of the Hitachi CP-X445 LCD projector, the American Academy of Art recently installed one such model in its gallery space. Used predominantly for presentations to prospective high school students, the project install was part of a larger audio/video system upgrade.

Located in Chicago, IL, the American Academy of Art has prepared students to enter leading galleries, advertising agencies and design and animation studios since 1923. The Academy of Art offers Bachelors of Fine Art and Masters of Fine Art degrees, and lies in the heart of Chicago's education and museum district.



Completed in March 2005 by Troxell Communications, the A/V install brings the gallery's presentation environment into the 21<sup>st</sup> Century, allowing for a variety of different functions. "We give a lot of high school tours and do presentations in the gallery about our school," said Steve Milioto, director of operations for the American Academy of Art. "We also use it for guest lectures three or four times during the semester, as well as gallery openings and exhibitions."

Given the location of the room and the large amount of direct sunlight, there existed a pronounced need for a high-brightness projector. "The room is shoebox shaped, long and narrow, and is oriented east/west, overlooking over Lake Michigan and Grant Park," said Ed Holmwood, Troxell sales representative. "Because of all the light that floods into that room, we needed a projector with sufficient horsepower to project a bright, accurate image onto the 120-inch screen that we installed."

To that end, Holmwood specified a Hitachi CP-X445 LCD projector. With a unique optical engine and 230W UHB lamp, the compact CP-X445 achieves a brightness of 3,200 ANSI lumens. It can project large-screen images that are clear and easy to see, even in large rooms or in bright environments. Additionally, four 3W speakers are built in, providing sufficient sound in classrooms without the need for additional external speakers.

The building that houses the Academy is roughly 100 years old, making the install something of a challenge. "The building was built around the turn of century," Mr. Holmwood said. "We were limited because there was not a lot of steel beam construction, and the floors are made of clay, which made it difficult

to mount the equipment.” However, according to Holmwood, the CP-X445 helped expedite the installation process. “The features of the CP-X445 helped make the install a lot easier, and with the keystone correction features we were able to square the image,” Mr. Holmwood added.

For more information on Troxell Communications, visit [www.trox.com](http://www.trox.com).

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