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**HITACHI BRINGS SHORT THROW CAPABILITIES TO EDUCATION AND CORPORATE MARKETS WITH CP-A100 3LCD PROJECTOR**

*-- The CP-A100 Offers Short Throw Distance, Networking Functionality  
and Advanced Security Functions --*

**LAS VEGAS, INTL. CES (Booth: Central 11906) – Jan. 4, 2008** – Offering a new level of versatility and performance to the education and corporate markets, Hitachi America, Ltd., Ubiquitous Platform Systems Division is unveiling the CP-A100 3LCD projector. This revolutionary new model features a very short throw distance, eliminating the problem of presenters obstructing the projected image by standing in front of the screen. Additionally, the CP-A100 offers networking capability, allowing multiple projectors to be controlled and monitored from a single location.

The CP-A100 boasts an extremely short throw distance: at 1.6 feet you can project a 60 inch image. This not only prevents image obstruction, but also means there are no shadows interfering with the image and no light in the presenter's face. The versatile CP-A100 can be placed vertically as well as horizontally, as well as inverted for ceiling mount applications, making positioning of the projector more convenient.

Adding to the user's convenience is the network connectivity of the CP-A100, which allows for simultaneous monitoring and control of several projectors from a remote location. This is particularly beneficial in schools and large corporate environments, where projectors are located throughout a facility and the monitoring of each projector is a time-consuming ordeal. With the benefits of networking technology, a technician can monitor details such as lamp life for each projector from his/her computer. Additionally, the CP-A100's performance stands alone among competitive models. It offers a brightness of 2,500 ANSI lumens, XGA resolution and a 500:1 contrast ratio.

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The CP-A100 addresses the issue of security with functions such as multilevel PIN locks, a security bar and a Kensington slot. Moreover, the CP-A100 is easy to use, featuring advanced connectivity and proprietary Hitachi functions including My Buttons, Input Source Naming and My Text. The CP-A100's E-Shot feature allows users to transfer up to four still images from a computer to the projector.

Easy maintenance is another attractive function of the CP-A100, as its lamp door is on top of the model, and the filter is located on the back, allowing for easy access. The CP-A100 offers additional versatility with its Whiteboard, Blackboard or Day Time Modes.

“Hitachi’s introduction of the CP-A100 marks a major step forward in providing teachers and presenters an extremely short throw projector,” said Pete Denes, vice president of sales, Hitachi America, Ltd., Ubiquitous Business Platform Systems Division, Business Group. “This groundbreaking feature, along with the CP-A100’s networking capability and high performance, allows presenters to fully concentrate on engaging their audience.”

For more information about Hitachi’s activities at the 2008 International CES, please visit <http://av.hitachi.com/>

#### **About Hitachi America, Ltd.**

Hitachi America, Ltd., Ubiquitous Platform Systems Division, produces and markets a wide variety of digital products for business and consumers. The division’s Consumer Group markets high-definition plasma televisions and monitors, Blu-ray and Hybrid DVD camcorders. The division’s Business Group markets LCD projectors, interactive whiteboards and security and observation system products through value added resellers, system integrators, distributors and OEM.

Hitachi has a unique position in the marketplace by manufacturing and developing its own core technologies to provide consumers and businesses with optimal product performance in each of Hitachi's product categories. For consumer products, please visit [www.hitachi.us/tv](http://www.hitachi.us/tv). For business products, please visit [www.hitachi.us/digitalmedia](http://www.hitachi.us/digitalmedia). For more information about interactive whiteboards and Starboard software, please visit Hitachi Software at [www.hitachi-soft.com](http://www.hitachi-soft.com).

**About Hitachi, Ltd.**

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 384,000 employees worldwide. Fiscal 2006 (ended March 31, 2007) consolidated revenues totaled 10,247 billion yen (\$86.8 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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