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**HITACHI AMERICA RAISES THE PERFORMANCE STANDARD FOR DUAL-
USE PROJECTORS WITH INTRODUCTION OF CP-RS55C**

*-- New projector expands on features of industry-leading Hitachi Performa CP-RS55 LCD
model projector. --*

BRISBANE, CALIFORNIA, www.hitachi.us, January 27, 2006 – Building on the success of the Performa CP-RS55 LCD projector, Hitachi America, Ltd., Digital Media Division, is introducing the CP-RS55C model, the successor to the CP-RS55. The CP-RS55C retains all the high levels of performance, portability and ease of use of the CP-RS55, with some significant improvements.



“During the past year, we have seen widespread adoption of the Performa CP-RS55 LCD projector in both professional and residential applications,” said Pete Denes, director of marketing, Hitachi America, Digital Media Division. “With a few improved features, the CP-RS55C meets and exceeds the standards set by the CP-RS55.”

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With a brightness of 1,500 ANSI lumens but weighing only 4.84 pounds, the new CP-RS55C features the high-end performance required for use in corporate as well as small business environments, and an intuitive user interface makes it ideal for home use. Additionally, the CP-RS55C model features Progressive Scan Technology, which lets users enjoy realistically beautiful images with no flicker.

Its Equalizing function (Gamma Correction and Color Balance) lets users make adjustments to achieve the desired picture quality, and three Picture Mode settings (Normal, Cinema and Dynamic) allows users to choose the best mode to match the source.

Additionally, the CP-RS55C has a lens with a fixed focus length of 1.8 inches (as opposed to 1.65 on the CP-RS55), and a display size of 40-300 inches 60" @ 2.3M (compared to the CP-RS55's 40-22 inches 60" @ 2.2M). Also beneficial to users, the new model has a lamp life of up to 3000 hours in Whisper Mode.

About Hitachi

Hitachi America, Ltd., Digital Media Division, supplies high-performance LCD projectors to OEMs, value-added resellers, system integrators and distributors. Hitachi Software develops advanced interactive communications tools for education, training and boardroom applications including interactive plasma displays, tablets, whiteboards and all powered by the company's category-leading StarBoard software.

More information on Hitachi's Digital Media offerings can be located at www.hitachi.us/digitalmedia.

For more information about Hitachi Software, visit www.hitachi-soft.com, call 888-615-9600 or email starboard@hitachi-soft.com.

Hitachi brand products are connected through Hitachi's OneVision program, which makes it possible for any Hitachi business unit dealer to sell Hitachi products from other Hitachi business units.

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>.

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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