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**FOR IMMEDIATE RELEASE**

**HITACHI AMERICA BRINGS NEW DESIGN AND COMPETITIVE PRICE TO EDUCATION APPLICATIONS WITH NEW CP-X260 LCD PROJECTOR**

*-- The CP-260 features 2,500 ANSI lumens of brightness and 3LCD technology--*

**BRISBANE, CALIFORNIA**, [www.hitachi.us](http://www.hitachi.us), **April 4 , 2006** – Underscoring its commitment to providing affordable and reliable solutions to education environments, the Ubiquitous Platform Systems Division of Hitachi America, Ltd., has introduced its new CP-X260 LCD projector. With 2,500 ANSI lumens of brightness, advanced connectivity and portability, the CP-X260 meets the needs of any classroom application.

“The CP-X260 brings a new level of versatility to presenters in the education market,” said Pete Denes, director of sales, Hitachi America, Ubiquitous Platform Systems Division. “With its brightness and light weight, the CP-X260 is a portable, reliable projector that makes no compromises in terms of performance.”

The CP-X260 LCD projector offers unmatched clarity, with XGA (1024 x 768) resolution and a 4:3 aspect ratio. The CP-X260 also features two RGB inputs, MyScreen/MyMemory preset options, and a remote control with Hitachi’s “MyButtons” function. The CP-X260 also features a low 34dB noise rating (in Whisper Mode), 1:1.2 manual zoom, and digital keystone correction. Additionally, the CP-X260 addresses the issue of equipment theft in schools, as it is equipped with a security bar, Kensington security slot and transition detector (a sensor located inside the projector that recognizes when the projector has been moved).

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## **About Hitachi**

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, LCD projection and flat panel HDTVs, LCD projectors, and DVD camcorders and DVD players. The division's Business Group markets LCD projectors, professional plasma monitors, interactive panels and 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/ty](http://www.hitachi.us/ty). For business products, please visit [www.hitachi.us/digitalmedia](http://www.hitachi.us/digitalmedia). For more information about electronic whiteboards and Starboard software, please visit Hitachi Software at [www.hitachi-soft.com](http://www.hitachi-soft.com). Hitachi brand business 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 / TSE: 6501), 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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