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**HITACHI AMERICA PROJECTS A BRIGHT FUTURE FOR STUDENTS IN  
FRISCO SCHOOL DISTRICT**

*-- Installation of CP-X335 model projectors throughout district benefits teachers and  
students alike --*

DALLAS, TEXAS, [www.hitachi.us](http://www.hitachi.us), February 3, 2005 – In an example of Hitachi America's ability to provide educators and students with advanced functionality, reliability and cost-effective performance, the Frisco Independent School District north of Dallas, Texas has standardized on Hitachi CP-X335 model projectors. With current enrollment of 16,200 students in schools today the district is projecting unprecedented growth to reach 35,400 by the start of the 2009-2010.

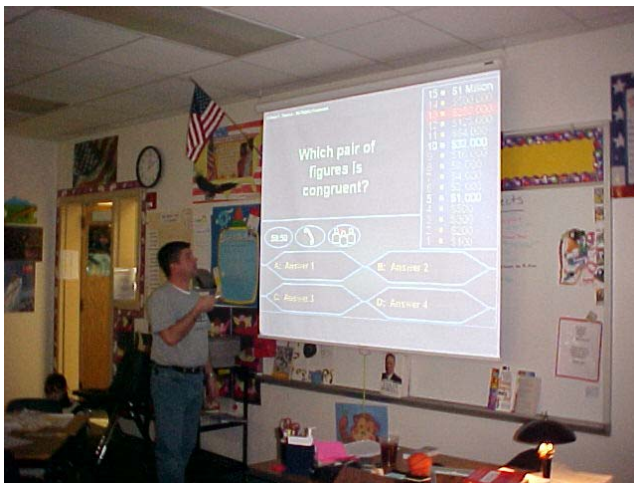
As the school district began its expansion they were using another brand of projector. However, with the help of Longview, TX-based A/V company Master Audio Visuals, Inc., administrators realized the high level of performance and

the vastly reduced cost of operation over time of the Hitachi models. Terry Cornelius, Executive Director of Technology and Information Services, decided the Hitachi CP-X335 was the right choice.

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“We did an evaluation of all the projectors we could and thought the Hitachi units the best choice by far,” said Cornelius. “The bulb life was best, the cost of operation was the lowest and the units provided the best economic value along with what we thought was the brightest picture.”

As the fastest growing school district in the state of Texas and one of the fastest



growing in all the U.S., the Frisco school district will open 16 more buildings in the next 30 months. With their commitment to put a projector in every classroom, they needed a reliable, high performance projector with low cost of operation. Last fall, the district installed 250 Hitachi CP-

X335 projectors and will install another 200 over the coming summer to accommodate that rapid expansion.

In fact, the district is undergoing not only a building expansion, but a technology evolution as well, having installed IP video technology in addition to its high performance projection systems. This was all part of an evaluation of teacher and student needs in the classroom as well as infrastructure needs. After determining that putting a video system in place with a projector in every room was more

cost effective than maintaining the traditional TV sets fed through an RF plant, the question was how it would affect the students and how they learn.

“Ultimately, whatever you choose to do in terms of technology has to work for the students and teachers,” Mr. Cornelius said. “And with these Hitachi projectors, the feedback from both is that they like it better than what they had before. It keeps the kids focused and works especially well with other resources like streaming video and use of a document camera. These are excellent projectors and a very good retention tool.”

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### **About Hitachi**

Hitachi America, Ltd., Digital Media Division, supplies high-performance multimedia products to OEMs, value-added resellers, system integrators and distributors. The division’s products include LCD/LCOS projectors.

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 326,000 employees worldwide. Fiscal 2003 (ended March 31, 2003) consolidated sales totaled 8,634.4 billion yen (\$81.4 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, please visit [www.hitachi.com](http://www.hitachi.com).

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