

**INFOCOMM BOOTH #2537
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**HITACHI DIGITAL MEDIA DIVISION DEBUTS NEW PRODUCTS AND SUPPORT
PROGRAMS AT INFOCOMM 2004 IN ATLANTA, GEORGIA**

--Industry leading manufacturer and marketer of LCD and LCOS projectors unveils a series of new products and marketing programs designed to provide corporate and educational customers with new levels of flexibility and value--

ATLANTA, GEORGIA, www.hitachi.us, June 9, 2004 – The Digital Media Division of Hitachi America, Ltd., a subsidiary of Hitachi, Ltd., Tokyo, Japan (NYSE: HIT), today opened its InfoComm 2004 show program with the debut of a series of new products and support programs custom designed to meet the needs of end-users, dealers, and systems integrators. The introductions were made at the company's InfoComm trade show exhibit, Booth #2537 at the Georgia World Congress Center in Atlanta, Georgia.

“Hitachi is dedicated to inspiring the next wave of innovation in product and service support,” said Pete Denes, director of sales for Hitachi America, Ltd., Digital Media

Division. "The introductions being made at InfoComm 2004 demonstrate our ability to offer performance, support, and value on an unprecedented scale."

Innovative Products Deliver New Performance Flexibility And Value:

Leading the way for the Hitachi Digital Media Division at InfoComm 2004 is the show introduction of three new series of superior quality LCD projectors for all types of presentation environments. For mid-sized and large-sized environments, Hitachi is highlighting its **CP-X1200** (3500 ANSI Lumens; 750:1 contrast ratio) and **CP-X1250** (4500 ANSI lumens; 800:1 contrast ratio) series LCD projectors, which now include network administration software at no extra charge. The CP-X1250 and CP-X1200 series can also be remotely controlled and maintained through either a wireless IEEE802.11b or a wired 802.1/1BASE-TX network connection, providing the ability to network, control and maintain the projectors remotely. The network functionality also makes it easy to control multiple projectors in different rooms and to monitor for functions such as remaining lamp life.

For customers seeking more portability with their performance, Hitachi is unveiling its new **CP-X340, CP-X345 and CP-S335 series projectors**. Designed for use in a variety of presentation environments, this projector line combines light weight and compact size with low noise and connectability. The CP-X340 and CPX345 series, both XGA projectors, feature brightness levels of 1,500 and 2,000 ANSI lumens, respectively.

The CP-S335, an SVGA model, also boasts 2,000 ANSI lumens of brightness.

Rounding out Hitachi's INFOCOMM product showcase is the seven-pound **Hitachi CP-S235 series LCD projector**. Designed for use in venues ranging from classrooms to corporate conference rooms, the affordably priced CP-S235 series delivers an outstanding value with a sweeping range of presentation features. The CP-S235 series delivers 1,600 ANSI lumens of brightness combined with SVGA resolution for brilliant, crystal-clear images.

New Product Support Programs Add Additional Value:

Underscoring its commitment to school districts nationwide, Hitachi announced that it is partnering with Troxell Communications in a groundbreaking educational scholarship/grant rebate program. **The “Troxell Education Scholarship/Grant Rebate Program,”** which will be managed entirely by Troxell Communications, provides monetary rebates to educational organizations that purchase audiovisual equipment from a comprehensive list of products made eligible for the program by participating manufacturers. Hitachi is the program’s exclusive launch partner.

According to Mr. Denes, a percentage of every Hitachi projector that is ordered through the Troxell program will be returned to the school’s general operating fund. It is not a program that is tied to additional discounts on future Hitachi purchases. Schools benefit immediately and unconditionally. “Our objective is to generate operating revenue for the participating schools,” Mr. Denes explained. “Schools know where the money needs to be invested, so we leave it up to them.”

Rounding out the company’s latest offerings, the **Hitachi OneVision Partner Program** is an unprecedented cooperative marketing effort that makes it possible for any Hitachi business unit dealer to have access to Hitachi products from other Hitachi business units-- and profit from the experience. The program joins together the products and services offered by the Hitachi America Digital Media Division, Hitachi Software Engineering America, Ltd. Interactive Communications Group, Hitachi-Denshi America, Ltd. Broadcast and Professional Division, Hitachi America Home Electronics Visual Technologies Division, and Hitachi Data Systems, Inc. Ubiquitous Business Solutions. What’s more, Hitachi’s OneVision Partner Program is designed to maximize the sales results for participating dealers while minimizing the hassles. Consultants will also enjoy the ease of obtaining the required information to specify Hitachi products from just one source.

Dealers who join the Network will have access to all Hitachi OneVision Products as well as participate in a referral program for bringing business to other dealers in the OneVision Network. With Hitachi OneVision, Hitachi's dealers and consultants have one easy way to configure, specify and sell integrated Hitachi presentation and communications systems to their customers.

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 and color laser beam printers.

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, 2004) 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 on Hitachi, please visit the company's Web site at <http://www.hitachi.com>.

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