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Contacts:

Gerard F. Corbett
Hitachi America, Ltd.
650.244.7900
gerard.corbett@hal.hitachi.com

Tamara Deschryver
Hitachi America, Ltd.
Digital Media Division
650.244.7880
tamara.deschryver@hal.hitachi.com

Daniel O'Connell
Griffin Public Relations & Marketing
(212) 481-3456 x12
doconnell@griffinpr.com

HITACHI BRIGHTENS MOVIE NIGHTS FOR CITY OF SUGAR HILL GEORGIA

--Installation of CP-SX1350 model projector in city park allows entire families to share community movie night experience with a brilliant picture--

BRISBANE, CALIFORNIA, www.hitachi.us, January 25, 2006 – Highlighting its ability to provide communities with advanced functionality, reliability and high performance, Hitachi America, Ltd., Digital Media Division, has provided a new CP-SX1350 projector and portable screen to the City of Sugar Hill for its Movie Nights. Because of the versatility and portability of the CP-SX1350, the city is also able to use the projector in the Community Center for indoor classes and summer programs.



“We did our homework before buying the CP-SX1350,” said Bob Hail, City Manager, City of Sugar Hill. “We checked with various companies and other cities that have movie nights to find out which projectors could stand up the use we planned for it and everyone recommended

Hitachi. That, combined with the competitive pricing, made the decision for us.”

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The City of Sugar Hill, located outside of Atlanta, is a growing city of 14,000 that has made the EE Robinson Park the center of family activity for 10 years. Over the last four years, they have added new sports fields with professional lighting, tennis courts, walking paths and a new amphitheater that seats about 500.

Movie Nights are so popular in the city that the free movies draw anywhere from 300-400 people. The brightness and high quality picture provided by the CP-SX1350 excites the crowd with a brilliant viewing experience. In addition to enhancing the thrill of motion pictures, the CP-SX1350 is ideal for command and control and engineering applications where acute resolution of small details is important. The CP-SX1350 offers SXGA resolution (1400x1050) and its 3,500 ANSI lumens is enough to satisfy the most demanding presentation applications. The small footprint and light weight (17 pounds) also make it ideal for a wide range of applications. The projector displays images with 1.5X zoom lens and is outfitted with a bayonet lens that can support up to four additional lenses for specific applications to suit any size venue.

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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