

**InfoComm Booth #2537
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HITACHI DEBUTS TRIO OF LIGHTWEIGHT, LOW-NOISE PROJECTORS

-- CP-X340/CP-X345/CP-S335 Series Bring Convenience And Flexibility To A Range Of Applications --

ATLANTA, GEORGIA, www.hitachi.us, June 9, 2004 – At InfoComm 2004, the Digital Media Division of Hitachi America, Ltd., a subsidiary of Hitachi, Ltd., Tokyo, Japan (NYSE: HIT), is introducing three new projectors designed for use in a variety of presentation environments. The new Hitachi CP-X340, CP-X345 and CP-S335 series weigh 5.5 pounds and share the same low noise and connect ability required from today's boardrooms, classrooms, and other presentation-oriented applications.

According to Pete Denes, director of sales for Hitachi America, Ltd., Digital Media Division, the new models are a response to the growing demands of Hitachi's user base. "Boardrooms and schools are becoming more and more sophisticated, and today's projectors have to feature more than just a high-quality image," Denes said. "Users don't want equipment that will interfere with a presentation. The low noise and compact size of these three new projectors eliminates potential distractions, allowing the users to focus solely on the task at hand."

In addition to the small size (11.69" l x 2.52" w x 9.17" h) and low noise level of 36 dB (32 dB in whisper mode), the CP-X340, CP-X345 and CP-S335 series all boast a 400:1 contrast ratio, a lens ratio of 1:1.2, and a throw distance of 1.8 m @ 60". The models also feature a lamp power of 165 watts along with inputs for RGB, Composite Video, S-Video and Component Video formats.

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 has 2,000 ANSI lumens of brightness. The models can all be seen at the Hitachi America booth (#2537).

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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