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HITACHI INTRODUCES LIGHTWEIGHT AND POWERFUL CP-RS57 3LCD PORTABLE PROJECTOR

-- The CP-RS57 features 2,000 ANSI lumens brightness and optical zoom. --

SAN DIEGO, CALIFORNIA, www.hitachi.us, **October 11, 2006** — Raising the standard of performance for portable projectors, Hitachi America, Ltd., Ubiquitous Platform Systems Division today introduced the CP-RS57 3LCD projector. The 5.1-pound projector boasts 2,000 ANSI lumens brightness with advanced connectivity while retaining an intuitive user interface.

The CP-RS57 is based on its successful predecessor, the CP-RS56. Like that model, the CP-RS57 features two RGB inputs, SVGA resolution and a 500:1 contrast ratio. Additionally, the CP-RS57 features a lamp life of 3,000 hours in Whisper Mode, as well as a low fan noise of 33 dB in Whisper Mode. This translates into a lower cost of ownership for the end-user. The CP-RS57 also boasts Progressive Scan Technology, allowing users to enjoy lifelike images with no flicker.

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The Equalizing function (Gamma Correction and Color Balance) featured in the CP-RS57 lets users make adjustments to achieve the desired picture quality, and three Picture Mode settings (Normal, Cinema and Dynamic) allows users to choose the best mode to match the source.

“In virtually every market, there exists a demand for advanced features with zero compromise in usability,” said Pete Denes, vice president of sales, Hitachi America, Ltd., Ubiquitous Business Platform Systems Division, Business Group. “The CP-RS57 provides users with an easy-to-use presentation tool that sets a higher level for connectivity, versatility and performance than ever before.”

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/tv. For business products, please visit www.hitachi.us/digitalmedia. For more information about electronic whiteboards and Starboard software, please visit Hitachi Software at 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 www.hitachi.us.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 356,000 employees worldwide. Fiscal 2005 (ended March 31, 2006) consolidated sales totaled 9,464 billion yen (\$80.9 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 www.hitachi.com.

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