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**HITACHI RAISES BAR FOR PERFORMANCE, EASE OF USE AND SECURITY WITH  
CP-X450 3LCD PROJECTOR**

-- Offering 3,500 lumens brightness and a new hybrid filter, the CP-X450 3LCD projector provides lower total cost of ownership for a variety of applications --

**SAN DIEGO, CALIFORNIA**, March 4, 2008 — Bringing high performance and advanced security to a wide range of applications, Hitachi America, Ltd., Ubiquitous Platform Systems Division today introduced the CP-X450 3LCD projector. The CP-X450 offers 3,500 lumens of brightness at a light weight of 7.7 pounds.

The Hitachi CP-X450 projector provides users with a lower total cost of ownership by offering easier and less frequent maintenance. For example, the CP-X450 filter is located on the side, with the lamp door on top, meaning less time spent on replacement when the projector is ceiling mounted. Additionally, the new hybrid filter does not need to be replaced for 2,000 hours.

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The CP-X450 offers unparalleled ease of use with features such as Hitachi My Button, which allows two user-programmable buttons to be set with any command from the select menu. A 7W audio output eliminates the need to connect external speakers, while the projector's low 29 dB of noise in Whisper Mode ensures clear and effective communication.

Addressing the demand for advanced security in all applications, the CP-X450 features a Transition Detector, which requires a password to operate the projector when it is moved from a fixed position. The CP-X450 also offers PIN Lock and MyScreen Lock functions, as well as a security bar that enables the use of a heavy chain to prevent theft.

The CP-X450 also offers Input Source Naming, allowing users to customize the names of their input sources instead of using the default name. Automatic Vertical Keystone detects the angle of the projector and corrects the image, saving time when setting up the projector. Additionally, the CP-X450's Whiteboard Mode provides adequate clarity while limiting brightness for use with whiteboards. Day Time Mode allows users to clearly see the images in a bright environment, while Blackboard Mode offers better color balance when displaying an image on a colored background.

The CP-X450 ensures high performance with features including Motion Adaptive Progressive Scan, which produces less line flicker, higher resolution and smoother motion video.

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The CP-X450's 2-3 pull-down feature allows for precise and crisp reproduction of movie film. "In applications ranging from education to corporate to houses of worship, we have seen an increased demand for ease of use, reliability and security," said Pete Denes, vice president of sales, Hitachi America, Ltd., Ubiquitous Platform Systems Division, Business Group. "The new CP-X450 3LCD projector addresses all these issues and more, making it an ideal choice for end-users across a variety of environments."

### **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 and flat panel HDTVs and Blu-ray and DVD camcorders. The division's Business Group markets LCD projectors, interactive panels and whiteboards and security and observation system products through value added resellers, system integrators, distributors and OEM.

Hitachi Software Engineering America, Ltd. develops advanced interactive communications tools for education, training and boardroom applications including interactive whiteboards, plasma displays and tablets all powered by the company's category-leading StarBoard software.

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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](http://www.hitachi.us/tv). For business products, please visit [www.hitachi.us/digitalmedia](http://www.hitachi.us/digitalmedia). For more information about electronic whiteboards and Starboard software, please visit Hitachi Software at [www.hitachi-soft.com](http://www.hitachi-soft.com).

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](http://www.hitachi.us).

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 384,000 employees worldwide. Fiscal 2006 (ended March 31, 2007) consolidated revenues totaled 10,247 billion yen (\$86.8 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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