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**HITACHI ANNOUNCES NEWSOFT TECHNOLOGY CORPORATION AS NEWEST PARTNER
IN CERTIFIED SOLUTION PROGRAM**

-- Through NewSoft, Hitachi will offer the WMS Image 100 wireless projector adapter.--

SAN DIEGO, CALIFORNIA, www.hitachi.us, **October 16, 2006** — In a move that further demonstrates Hitachi's commitment to providing end-users with a complete array of presentation solutions, the Hitachi America, Ltd., Ubiquitous Platform Systems Division is offering wireless connectivity through NewSoft Technology Corporation, a recent addition to Hitachi's Certified Solutions Program. Through this partnership, Hitachi will offer the NewSoft WMS Image 100 wireless projector adapter for its expansive line of 3LCD projectors.

"As a company that continually sets the standard for performance and versatility in the projector market, the partnership with NewSoft Technology Corporation gives presenters even more connectivity options," said Pete Denes, vice president of sales, Hitachi America, Ltd., Ubiquitous Business Platform Systems Division, Business Group. "We look forward to continuing our strategic relationship with NewSoft as the demand for wireless technology continues to shape the industry."

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The NewSoft WMS 100 Image uses 802.11 a/b/g standard Wi-Fi technology incorporated into a hardware receiver and Presto! WMS 2.5 sending software to allow presenters to wirelessly connect their Wi-Fi enabled notebooks or PCs to almost any projector using VGA or XVGA. No more swapping the VGA cable between you and the next presenter, as you will have greater broadcasting control - just by getting rid of the wires.

“We are very pleased to partner with Hitachi’s Certified Solutions Program and bring NewSoft’s WMS 100 Image to the Hitachi wireless presentation channel,” said James Li, president of NewSoft Technology Corporation. “The award-winning WMS is a powerful, easy to use, pocket-size tool that will unleash road warriors and conference rooms alike for greater freedom and flexibility.”

About NewSoft Technology Corporation

NewSoft Technology Corporation connects creativity with its array of award-winning image, video, DVD, Digital Office, and WLAN software & hardware products. Focusing on integrating hardware and software so it can provide the best solutions for its worldwide partners and customers, NewSoft is well known for its advanced technology, innovative design and diverse product lines. For more information on NewSoft Technology Corporation, please visit www.newsoftinc.com.

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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