

**FOR IMMEDIATE RELEASE**

*Contacts:*

*Tamara Deschryver  
Hitachi America, Ltd.  
619.591.5413  
tamara.deschryver@hal.hitachi.com*

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

**HITACHI PROJECTORS RAISE LEVEL OF PRESENTATION TECHNOLOGY AT ROBESON COMMUNITY COLLEGE**

*-- Robeson Community College has installed more than 60 Hitachi projectors for its classrooms and lecture halls. --*

**SAN DIEGO, CALIFORNIA**, [www.hitachi.us](http://www.hitachi.us), December 3, 2007 — Demonstrating the intuitive operation and reliable performance of Hitachi America projectors, Robeson Community College in Lumberton, North Carolina has integrated dynamic presentation technology as a state-of-the-art instructional tool for teachers and students. This includes the installation of more than 60 Hitachi projectors in its classrooms and lecture halls.



Robeson Community College is a member of North Carolina's nationally recognized community college system, serving more than 3,000 credit students and 19,000 non-credit students annually. After receiving a federal grant for instructional technology, Robeson Community College saw video projectors as the most viable solution for more dynamic and effective presentations. "There was no other technology out there that would give us the same level of interactivity and performance," said Robin White, audiovisual technician, Robeson Community College. "Televisions did not offer compatibility with computers and flat panels could not give us the large images we need to provide to the classrooms, which hold 30 to 40 students on average."

-more-

Through Troxell Communications, Robeson Community College purchased Hitachi CP-X260 3LCD projectors for its classrooms, as well as CP-X430 projectors for larger spaces and a CP-X1250 for the auditorium. With 2,500 ANSI lumens of brightness, advanced connectivity and portability, the CP-X260 meets the needs of any classroom application. The CP-X260 also addresses the issue of equipment theft in schools, as it is equipped with a security bar, Kensington security slot and transition detector (a sensor located inside the projector that recognizes when the projector has been moved).

While installing the Hitachi projectors, Robeson Community College also developed wall panels in each classroom to control all audio/video technology within the room. The Hitachi projectors are ceiling mounted and wired through the walls to allow control from the panels. "Each member of the faculty at the College has their own laptop, so they can produce their own PowerPoint presentations and run video through the projectors," Mr. White added. "All the classrooms are also Web-capable and connecting a laptop to the projectors is quick and simple, so the options for the instructors' presentations are virtually unlimited."

According to Mr. White, the faculty and students alike took quickly to the Hitachi projectors and the results have been overwhelmingly positive. "We had some training for the instructors once the projectors were installed, and they love the technology," Mr. White said. "It's a pretty short learning curve for them, as well as for the students. They have benefited not only from the dynamic presentations their instructors can now offer, but from the ability to develop their own engaging presentations as well."

For more information on Troxell Communications, please visit [www.trox.com](http://www.trox.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 camcorders. 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.

-more-

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 [www.hitachi.com](http://www.hitachi.com).

# # #