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Hitachi Introduces Three New LCD Projectors For The Education Market

– Featuring a new 2,000-hour filter, the CP-X201, CP-X301 and CP-X401 LCD projectors address the demand for enhanced performance, reliability and security in education environments. –

CHULA VISTA, CALIF., May 8, 2008 — Providing educators with an optimal combination of usability, quality and security, Hitachi Home Electronics (America), Inc., Business Group today introduced three new LCD projectors: the CP-X201, CP-X301 and CP-X401. All three models feature a new 2,000-hour filter and offer a lower total cost of ownership to schools in K-12 and higher education, thanks to high performance and a variety of technological advantages unique to Hitachi projectors.

The CP-X201, CP-X301 and CP-X401 vary in brightness (CP-X201: 2,200 lumens; CP-X301: 2,600 lumens; CP-X401: 3,000 lumens), but all weigh a very light 7.7 pounds and are easy to install or use on a cart top. The three models feature 7 Watts of built-in audio, eliminating the need for external speakers, while the Audio Pass Through function allows audio to play while the projector is in standby mode. The projectors all maintain a low noise rating of 29 dB in Whisper Mode.

The CP-X201, CP-X301 and CP-X401 all feature a new hybrid filter, which lasts for 2,000 hours before replacement, on the side of the chassis. Additionally, the lamp door is located on the top of the projector for easy replacement if the projector is ceiling-mounted. The CP-X201 and CP-X301 also offer longer lamp life (3,000 hours in standard mode; 4,000 hours in Whisper Mode).

The three new projectors bring a new level of customizability to educators, offering Hitachi's proprietary My Buttons functionality, allowing two buttons on the projector to be programmed to execute any projector command. The projectors also offer Input Source Naming, allowing users to rename input sources to fit their needs. An improved remote control now features a My Source/Doc Camera button, allowing users to directly choose an input source, or document camera. The new remote control also features volume buttons.

The CP-X201, CP-X301 and CP-X401 feature Automatic Vertical Keystone, which detects the angle of the projector and corrects the image. The projectors also offer Whiteboard Mode, providing 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.

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The CP-X201, CP-X301 and CP-X401 also feature a Transition Detector, which requires a password to operate the projector when it is moved from a fixed position. The CP-X201, CP-X301 and CP-X401 also offer PIN Lock and MyScreen Lock functions, as well as a security bar that enables the use of a heavy chain to prevent theft.

"The introductions of the CP-X201, CP-X301 and CP-X401 address the education market's need for enhanced reliability, performance and security," said Ray Soltys, Director of Sales, Hitachi Home Electronics (America), Inc., Business Group. "These three new models, which provide different levels of brightness and cost, also demonstrate Hitachi's commitment to providing solutions to meet a variety of demands."

ABOUT HITACHI

Hitachi Home Electronics (America), Inc., Business Group, subsidiary of Hitachi America, Ltd., markets LCD projectors, 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 Business products go to www.hitachi.us/digitalmedia. For consumer products, please visit www.hitachi.us/tv.

Hitachi America, Ltd., a subsidiary of Hitachi, Ltd., markets and manufactures a broad range of electronics, computer systems and products, 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 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.

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