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Contacts:

Tamara Deschryver  
Hitachi America, Ltd.  
(619)591-5413  
[tamara.deschryver@hal.hitachi.com](mailto:tamara.deschryver@hal.hitachi.com)

Travis McGee  
Griffin Integrated Communications  
(212) 481-3456 x24  
[tmcgee@griffinpr.com](mailto:tmcgee@griffinpr.com)

## **Hitachi's Latest Generation Of Ultra-Short Throw Projectors Offer Lighter Weight And Shorter Throw Distances**

-- The CP-A300N, CP-AW250N and CP-A220N Feature Ultra-Short Throw Distances, Eliminating Obstruction Of The Image --

**LAS VEGAS, Nevada, June 9, 2010** — Building on its worldwide-leading market share in the ultra-short throw projector category, Hitachi has developed three new models that not only surpass Hitachi's standards for ultra-short throw projectors, but also feature networking functionality, which makes monitoring and maintenance easier than ever before. The CP-A300N and CP-A220N feature a throw distance of 50 centimeters at an 80-inch screen size, eliminating obstruction caused by the presenter being positioned between the projector and the screen. The CP-AW250N features a throw distance of 55 centimeters at an 80-inch screen.

All three models feature high brightness and are light weight (8.8 pounds). The CP-A300N offers 3,000 ANSI lumens brightness; the CP-AW250N is 2,500 ANSI lumens; and the CP-A220N is 2,200 ANSI lumens. Hitachi's new "free-shaped lens and mirror" not only improves throw ratio, but it also makes the projectors smaller, lighter and improves resolution quality, vividly displaying high-definition images. The three new ultra-short throw projectors are approximately half the size and 35 percent lighter than the CP-A100. The shorter throw distance and lighter weight allow for easier installations in limited space and more flexible wall mounting. These projectors also offer Perfect Fit technology, which simplifies installations by allowing for correction of all four corners and four sides of the image.

All three models offer easy maintenance with features such as a hybrid filter which requires less frequent cleaning and makes longer operation possible. The lamp door is on top while the air filter cover slides towards the top, simplifying maintenance and replacement of these parts.

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All three models feature wired networking, allowing for simultaneous control and monitoring of multiple projectors as well as image translation. In addition, Hitachi's Messenger function enables users to transmit text data to multiple projectors on the network. This is an easy and efficient way to send announcements, such as campus notification. The new models are equipped with a microphone input, which in conjunction with a built-in 10 watt speaker, eliminates the need for external audio equipment. These ultra-short throw models also include new USB connectivity, giving users the ability to easily and quickly deliver contents from a PC via a USB cable.

Since the 1980s, Hitachi has been developing ultra-short throw projection technology. Hitachi introduced its first ultra-short throw projector, the CP-A100, in December 2007. Since then, Hitachi has been the global leader in the ultra-short throw market , with a total market share of approximately 70 percent based on a survey conducted by Hitachi.

For more information on Hitachi 3LCD projectors, please visit [www.hitachi-america.us/digitalmedia](http://www.hitachi-america.us/digitalmedia)

## **ABOUT HITACHI**

Hitachi America, Ltd., headquartered in Tarrytown, New York, a subsidiary of Hitachi, Ltd., and its subsidiary companies offer a broad range of electronics, power and industrial equipment and services, automotive products and consumer electronics with operations throughout the Americas. For more information, visit [www.hitachi-america.us](http://www.hitachi-america.us). For information on other Hitachi Group companies in the United States, please visit [www.hitachi.us](http://www.hitachi.us).

Hitachi America Ltd., Business Solutions Group markets LCD projectors, interactive panels and whiteboards and security and observation system products through value added resellers, system integrators, distributors and OEM.

### **About Hitachi, Ltd.**

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2009 (ended March 31, 2010) consolidated revenues totaled 8,968 billion yen (\$96.4 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation

systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at [www.hitachi.com](http://www.hitachi.com).

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