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NEW CPX1 PROJECTOR FROM HITACHI PROVIDES UNMATCHED POWER AND PORTABILITY FOR TRAVELING PROFESSIONALS

-- The CPX1 weighs only 3.9 pounds while featuring a brightness of 2,000 ANSI lumens, quick and easy setup, and state-of-the-art security functions. --

SAN DIEGO, CALIFORNIA, www.hitachi.us, **September 19, 2006** — Underscoring its commitment to providing the most flexible, powerful and reliable projectors in the market, Hitachi America, Ltd., Ubiquitous Platform Systems Division today introduced the CPX1 3LCD projector. At 3.9 pounds, the light and compact CPX1 brings a new level of versatility to business professionals on the move.

The CPX1 provides an optimal combination of portability and power, boasting a brightness of 2,000 ANSI lumens. Additionally, the CPX1 features a wide-angle lens, allowing presenters to place the projector close to the screen to avoid obstruction of the image. The CPX1 also contains a USB reader, which simplifies the connection process by eliminating the need to connect a laptop to the projector. The low fan noise (29 dB in whisper mode) lets the audience concentrate on the presentation without any distractions.

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“In the business world, convenience is as much of a priority as performance when it comes to presentation technology,” said Pete Denes, vice president of sales, Hitachi America, Ltd., Ubiquitous Business Platform Systems Division, Business Group. “The CPX1 sets new standards in power, portability and connectivity, and will benefit presenters in a variety of corporate environments.”

The CPX1 also boasts advanced security features including a transition detector and password protection. Other features include automatic vertical keystone correction, quick start, and a variety of resolution options.

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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