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Hitachi Introduces CP-X2511 3LCD Projector For Medium-Size Environments

-- The CP-X2511 Features A Brightness Of 2,700 Lumens And 16 Watts Of Built-In Audio --

CHULA VISTA, California, May 17, 2010 — Hitachi America, Ltd., Digital Media Division, Business Solutions Group is introducing the new CP-X2511 3LCD projector. With a brightness of 2,700 lumens and a 2,000:1 contrast ratio, the CP-X2511 is ideal for medium-size classrooms and boardrooms.

The CP-X2511 offers XGA resolution and a variety of features dedicated to easy maintenance. These include a hybrid filter, which requires less frequent cleaning, enabling longer operation. In addition, the lamp door is on the top while the filter cover slides in and out from the front bottom, making maintenance and replacement of these parts easy.

The CP-X2511 features 16 Watts of built-in audio and, with its Audio Pass Through function, the projector can output audio in stand-by mode, allowing audiences to listen to external speakers via the projector's audio output. Moreover, the projector's Power Saving Mode reduces the stand-by power consumption to 0.5W. The CP-X2511 features a long lamp life of 3,000 hours in Standard Mode and 6,000 hours in Eco Mode.

With the CP-X2511's Input Source Naming function, the projector's input source name can be changed to the name of a device (e.g. desktop PC, DVD, etc.) instead of default names. Also, when projecting onto a whiteboard or blackboard, the CP-X2511's Template function projects lines, making writing on the board easier. Users can choose four types of lines: black lines on a white background, black lines on a white grid, white lines on a black background or white lines on a black grid. Closed Captioning functionality is also available with the CP-X2511.

Designed with security in mind, the CP-X2511 is equipped with a security bar that allows the attachment of a security chain. The MyScreen function can be used to identify the owner and is also protected by a PIN Lock. Lastly, the CP-X2511's Transition Detector can prevent unauthorized use of the projector.

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. For information on other Hitachi Group companies in the United States, please visit 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 <http://www.hitachi.com>.

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