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HITACHI INTRODUCES CP-X253 3LCD PROJECTOR FOR EDUCATION MARKET

-- The CP-X253 weighs 3.9 pounds with a wide-angle lens and advanced security functions. --

SAN DIEGO, CALIFORNIA, www.hitachi.us, October 31, 2006 — Bringing unmatched performance and flexibility to the education market at an unprecedented price point, Hitachi America, Ltd., Ubiquitous Platform Systems Division today introduced the CP-X253 3LCD projector. The CP-X253 is ideal for the education market, weighing only 3.9 pounds, with 2,000 lumens brightness and a wide-angle lens.

The CP-X253 addresses a number of concerns for educators, including ease of use, security and performance. It features two RGB inputs and one RGB output, one audio output and a one-watt internal speaker. The CP-X253 also features a built-in transition detector that prevents potential thieves from removing the projector from a ceiling mount without entering a PIN code. Additionally, the wide-angle lens enables short-throw capabilities, allowing closer setup of the projector to the screen. This eliminates the common problem of obstructing the image by walking in front of the projector.

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“The CP-X253 brings versatility, power and affordability to educators from the K-12 level to higher education,” said Pete Denes, vice president of sales, Hitachi America, Ltd., Ubiquitous Business Platform Systems Division, Business Group. “Presenters will benefit from the ease of use and advanced security functions that are so often a concern in education applications.”

The CP-X253 is HDTV theater-ready and offers both blackboard and whiteboard modes. The lamp life is approximately 3,000 hours in Whisper Mode. Composite/S-Video inputs are included, as is a remote control and soft case.

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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