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## **Hitachi Introduces CP-X3011 3LCD Projector**

-- The CP-X3011 Features A Brightness Of 3,200 Lumens And A Low Total Cost Of Ownership --

**CHULA VISTA, California, April 21, 2010** — Hitachi America, Ltd., Digital Media Division, Business Solutions is introducing the CP-X3011 3LCD projector, which offers a brightness of 3,200 lumens and a 2000:1 contrast ratio. The CP-X3011 features 16 Watts of built-in audio while maintaining a low noise rating of 29 dBA in Eco Mode. In addition, the CP-X3011 features a long lamp life of 3,000 hours in Standard Mode and 6,000 hours in Eco Mode.

The CP-X3011 features Hitachi's proprietary *My Buttons* functionality, enabling two programmable buttons on the projector to execute any command. The CP-X3011 also offers Input Source Naming allowing users to rename input sources to fit their needs. Closed Captioning functionality is also available with the CP-X3011.

The CP-X3011 includes a hybrid filter that only requires maintenance once every 5,000 hours, providing users with a lower total cost of ownership. With the CP-X3011's 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-X3011 contains several features that are exclusive to Hitachi. One of these is the Template Function which allows users to select one of four free-line templates that are very useful when writing on a whiteboard. Second, the Whiteboard Mode limits the peak white by changing the gamma curve. When the projector is used with a whiteboard, this feature limits

brightness to protect the eye health of teachers and students. Third, the IR Remote Frequency Change Function enables the frequency of the IR remote control to be changed from the menu to avoid conflicts with fluorescent lights or IR signals from a notebook PC.

## **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.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501) is a leading global technological and industrial company with total revenues of ¥10,000 billion (\$102.0 billion) for the year ended March 31, 2009. Hitachi's business is highly diversified, encompassing operations in the following seven segments: Information & Telecommunication Systems; Electronic Devices; Power & Industrial Systems; Digital Media & Consumer Products; High Functional Materials & Components; Logistics, Services & Others; and Financial Services. For more information on Hitachi, please visit Hitachi's website at [www.hitachi.com](http://www.hitachi.com).

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