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Hitachi's New iPJ-AW250N Ultimate Interactive Projector Turns Any Surface Into An Electronic Whiteboard

-- The iPJ-AW250N Features Built-In Interactive Functionality Without the Need
for a Separate Interactive Whiteboard --

CHULA VISTA, California, February 1, 2011 — Hitachi America, Ltd., Digital Media Division, Business Solutions Group today introduced its iPJ-AW250N Interactive Projector. The iPJ-AW250N is Hitachi's first-ever interactive projector and has all the functionality of a interactive whiteboard built into it, eliminating the need for additional hardware.

Hitachi delivered a new level of innovation to the education market when it introduced the Ultra Short Throw Projector series, which were developed for use with interactive whiteboards. With the introduction of the iPJ-AW250N, Hitachi raises the standard for performance by combining interactive whiteboard functionality with Hitachi's industry-leading projector technology.

"Our iPJ-AW250N brings interactive projector technology to a far wider market than ever before," said John Glad, product manager, Hitachi America, Ltd., Digital Media Division, Business Solutions Group. "Thanks to the iPJ-AW250N, any suitable wall or surface can now be converted into an interactive display, without the expense or installation limitations of having to mount a separate interactive whiteboard."

"In addition, touchscreen and interactive functionality is something people want, whether it's in a smartphone, tablet, computer or other device," Glad continued. "It's an intuitive form of interaction that is easy for people to use, and the iPJ-AW250N's capabilities make it an exceptional educational and presentation tool for classrooms, conference rooms and many other business and commercial applications."

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Designed for easy setup even in rooms where space is limited, the iPJ-AW250N features an ultra-short-throw lens that enables it to be mounted close to a wall or projection surface. This prevents obstructed images and shadows, with no light shining in the presenter's eyes. The user can write, draw, and manipulate and resize projected images by using Hitachi's pen-sized Interactive Control. A remote control is also included.

The iPJ-AW250N features a simple menu system that provides ready access to all functions. The projector comes with a dynamic set of teaching and lesson-building tools for educators. Business users will find a wealth of graphics tools, templates, colors and resources for creating compelling lessons and presentations, and PowerPoint, Word, PDF, JPEG and other formats can be imported directly into the iPJ-AW250N.

The iPJ-AW250N and offers a full complement of video and audio inputs including HDMI, S-Video and composite video inputs, RGB computer video inputs and outputs, stereo mini-jack, RCA and microphone audio inputs, and audio and video outputs. The projector incorporates extremely high-quality optics for clear, sharp images, with 2,500 ANSI lumens brightness, WXGA resolution and a throw distance of 56 cm (1.8 feet) for an 80-inch (16:10) diagonal image.

The iPJ-AW250N also has an RJ-45 Ethernet jack for connection to a local area network (LAN), providing the ability to network, control and maintain the projector from a remote location. A built-in speaker and 10-watt amplifier eliminate the need to connect external speakers.

The Hitachi iPJ-AW250N offers a host of convenience features. Its Input Source Naming feature, a Hitachi exclusive, lets the user customize the names of input sources if desired. In addition, Hitachi's exclusive Perfect Fit image adjustment system enables easier installation, by allowing the user to adjust the four corners and sides of the image one by one to achieve optimum picture quality. The projector's remote offers My Memory, My Screen and My Buttons options for fast access to frequently used functions and sources. The iPJ-AW250N is designed for easy maintenance, with a hybrid air/fan filter that allows less frequent cleaning, and an easy access lamp compartment.

For more information on Hitachi visit www.hitachi-america.us/digitalmedia

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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., Digital Media Division, Business Solutions Group markets LCD projectors, interactive panels and whiteboards and security and observation system products through value added resellers, system integrators, distributors and OEMs.

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.

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