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Hitachi Offers Ideal Solutions For Digital Signage With Professional Series Projectors

-- Hitachi's Professional Series Projectors Offer Large-Venue Performance And Are Sold
With A One-Year Continuous Usage Warranty --

LAS VEGAS, Nevada, June 9, 2010 — At InfoComm 2010, Hitachi America, Ltd., Digital Media Division, Business Solutions Group is exhibiting its projector offerings for digital signage applications.

In the Digital Signage area of Hitachi's booth (#C5056), the company is displaying content with a CP-X10000 Professional Series projector. The CP-X10000 projector, along with the CP-WX11000 and CP-SX12000 Professional Series projectors, are designed specifically with digital signage in mind. In fact, all Professional Series projectors are sold with a one-year continuous usage warranty, ensuring that users can operate their Professional Series projectors on a 24-hour, 7-day-a-week basis, a common necessity for digital signage.

The warranty comes as an addition to Hitachi's standard, 3-year, normal operation warranty and is ideally-suited for digital signage applications when continuous operation of video hardware is critical. The Professional Series projectors range in brightness from 6,500 to 7,500 ANSI lumens and offer networking functionality with Hitachi's proprietary PJMan software.

"At InfoComm, attendees expect new advances in digital signage, and our Professional Series projectors represent the next step in the evolution of projection technology for signage applications," said Ray Soltys, director of sales for Hitachi America, Ltd., Digital Media Division, Business Solutions Group. "The performance reliability of the Professional Series

projectors, combined with the one-year continuous usage warranty, provides systems integrators with an ideal solution for digital signage.”

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

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 www.hitachi.com.

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