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## **Hitachi Offers 10,000-Hour Or One-Year “24/7” Warranty On Professional Series 3LCD Projectors**

-- The Warranty Is Ideal For Digital Signage Applications, When Continuous Operation Of Video Hardware Is Critical --

**CHULA VISTA, California, March 15, 2010** — Hitachi America, Ltd., Digital Media Division, Business Solutions Group is now offering a 10,000-hour or one-year “24/7” warranty for its Professional Series large-venue 3LCD projectors, reinforcing its commitment to digital signage applications. The warranty ensures that users can operate their Professional Series projectors on a 24-hour, 7-day-a-week basis, a common necessity for digital signage. This warranty is in addition to Hitachi’s standard, three-year, normal operation warranty.

“As our Professional Series projectors are being adopted more and more for digital signage purposes, we recognized the need to provide for applications where 24/7 operation is required,” said Ray Soltys, director of sales, product manager for Hitachi America, Ltd., Digital Media Division, Business Solutions Group.

The Hitachi Professional Series includes the CP-X10000 (XGA), CP-WX11000 (WXGA) and CP-SX12000 (SXGA) 3LCD projectors. All three models offer Hitachi’s trademark reliability, versatility and performance to the high-end professional AV marketplace. 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.

### **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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