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**MIDLAKES MIDDLE SCHOOL BENEFITS FROM THE HIGH PERFORMANCE OF HITACHI
55HDM71 PROFESSIONAL PLASMA DISPLAYS**

*-- The 55HDM71 displays are used in the library of Midlakes Middle School to educate students
on the library's resources. --*

SAN DIEGO, CALIFORNIA, www.hitachi.us, **November 6, 2006** — Reinforcing Hitachi as the world's leading provider of high performance and easy to use display tools, Troxell Communications recently installed two Hitachi 55HDM71 professional plasma displays in the library of Midlakes Middle School in Clifton Springs, NY.

The Midlakes Middle School Library is a laboratory of ideas that helps students to discover the secrets of academic success. The collection consists of more than 7,000 books and electronic resources. The library catalog is an online catalog that can be searched from any computer on the school network. Encyclopedias and other information resources are available in print and electronic formats. The Internet is accessible in the library, the classrooms and the learning center.

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Hitachi 55HDM71 professional plasmas are used to educate the students on effectively using the library's resources. Mike Purcell, school library media specialist at Midlakes Middle School, regularly gives presentations to students using the 55HDM71 models. "We have a very nice facility here, and we wanted to have displays that would not only serve our current needs but would be reliable enough that we could utilize them for possible future applications like streaming video," Mr. Purcell noted.

Because of the large amount of ambient light in the library, brightness was another important issue. "One of the problems we have is a large window in the library that brings in a lot of light," Mr. Purcell said. "We needed something that wouldn't be easily washed out. The 55HDM71 fulfilled our requirements in that respect and we have had no problems seeing the image."

Since being installed over the summer, the high performance and ease of use of the 55HDM71 displays have already proved beneficial to Midlakes Middle School. "We installed them where they're visible from outside the library, and they've been catching everyone's attention," Mr. Purcell said. "In addition to being effective presentation displays, we've also found them to be effective tools to generate interest in the library among the students."

About Hitachi

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