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HITACHI OFFERS NETWORKING CAPABILITY AND LOWER COST OF OWNERSHIP WITH NEW 3LCD PROJECTORS

-- The CP-X206 and CP-X306 3LCD projectors offer remote monitoring and management functionality and a new 2,000-hour hybrid filter. --

SAN DIEGO, CALIFORNIA, March 19, 2008 — Hitachi America, Ltd., Ubiquitous Platform Systems Division today introduced the CP-X206 and CP-X306 3LCD projectors, offering performance value and performance for a variety of environments. The CP-X206 and CP-X306 offer remote control and maintenance via a LAN connection, while Hitachi's proprietary My Image technology allows administrators to send still images to every projector on the network.

The Hitachi CP-X206 and CP-X306 projectors feature Hitachi PJMan® software, allowing users to control and monitor multiple projectors via a web browser without having to download and install application software. This allows administrators to monitor for functions such as lamp life on every projector on the network from a single, remote location.

Additionally, the timing of switching the projector's power on and off can be automatically scheduled from a computer.

The CP-X206 and CP-X306 projectors feature a new hybrid filter, allowing for 2,000 hours before replacement, located on the side of the chassis, making it accessible no matter how the projector is mounted. Both models contain a top door lamp, enabling easy replacement when the projector is ceiling mounted.

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Addressing the issue of security, administrators can transfer still images to every projector on the network, thanks to the My Image function. The images will be automatically displayed on every projector, regardless of whether or not they are in use at the time. This is particularly useful in emergency situations when a notification needs to be sent immediately across a large area.

The CP-X206 projector offers 2,200 lumens of brightness, while the CP-X306 offers 2,600 lumens. Both models weigh 7.7 pounds and feature a 500:1 contrast ratio. They also feature 7 Watts of built-in audio, eliminating the need for external speakers. The CP-X206 and CP-X306 boast a low noise rating of 29 dB in Whisper Mode.

The CP-X206 and CP-X306 also offer anti-theft features such as a Transition Detector (requires a password to operate the projector when moved from a fixed position). Both projectors also offer PIN Lock and MyScreen Lock, as well as a security bar.

“The introductions of the CP-X206 and CP-X306 3LCD projectors address the ongoing need for easier management and control of presentation technology, as well as the important issue of emergency notification,” said Pete Denes, vice president of sales, Hitachi America, Ltd., Ubiquitous Platform Systems Division, Business Group.

About Hitachi

Hitachi America, Ltd., Ubiquitous Platform Systems Division, produces and markets a wide variety of digital products for business and consumers. The division's Consumer Group markets high-definition plasma televisions and monitors and flat panel HDTVs and Blu-ray and DVD camcorders. The division's Business Group markets LCD projectors, interactive panels and whiteboards and security and observation system products through value added resellers, system integrators, distributors and OEM.

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Hitachi Software Engineering America, Ltd. develops advanced interactive communications tools for education, training and boardroom applications including interactive whiteboards, plasma displays and tablets all powered by the company's category-leading StarBoard software.

Hitachi has a unique position in the marketplace by manufacturing and developing its own core technologies to provide consumers and businesses with optimal product performance in each of Hitachi's product categories. For consumer products, please visit www.hitachi.us/tv. For business products, please visit www.hitachi.us/digitalmedia. For more information about electronic whiteboards and Starboard software, please visit Hitachi Software at www.hitachi-soft.com.

Hitachi America, Ltd., a subsidiary of Hitachi, Ltd., markets and manufactures a broad range of electronics, computer systems and products, and consumer electronics, and provides industrial equipment and services throughout North America. For more information, visit www.hitachi.us.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 384,000 employees worldwide. Fiscal 2006 (ended March 31, 2007) consolidated revenues totaled 10,247 billion yen (\$86.8 billion). The company offers a wide range of systems, products and services in market sectors including

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