

**InfoComm Booth #4046
FOR IMMEDIATE RELEASE**

Contacts:

*Gerard F. Corbett
Hitachi America, Ltd.
650.244.7900
gerard.corbett@hal.hitachi.com*

*Tamara Deschryver
Hitachi America, Ltd.
650.244.7880
tamara.deschryver@hal.hitachi.com*

*Daniel O'Connell
Griffin Public Relations & Marketing
(212) 481-3456 x12
doconnell@griffinpr.com*

**LAWRENCE PUBLIC SCHOOL DISTRICT FINDS VALUABLE SOLUTION IN HITACHI
CP-X443 PROJECTORS**

*-- The Kansas school district chose the CP-X443 projectors for its built-in networking capabilities and
Hitachi's commitment to customer service --*

ORLANDO, FLORIDA, www.hitachi.us, June 7, 2006 — Reinforcing the advanced networking capabilities and ease of use of Hitachi projectors, Lawrence Public Schools in Kansas have installed more than 100 Hitachi CP-X443 model projectors for use in its high schools, junior high schools and elementary schools. Sold through Troxell Communications, the CP-X443 projectors were chosen in large part for their ability to be monitored and managed from a remote location.

With an eye towards providing every classroom in the school district with a projector, Kevin Powell, electronics and A/V technician for Lawrence Public Schools, began installing the CP-X443 projectors in July 2005. "Outfitting the classrooms with projectors is our first priority, with the library and media rooms a close second," Mr. Powell said.

-more-

Because of the size of the Lawrence Public School district (two high schools, four junior high schools and 15 elementary schools), remote monitoring of the projectors was a significant factor in the purchasing decision. The CP-X443 is equipped with PJMan[®] software, allowing a user to easily monitor the status of the projectors, such as lamp life, power and input source. "We really needed that built-in networking capability, in large part for the management of the system by the technicians," Powell said. "Additionally, the maintenance features of the CP-X443 really help us keep tabs when the filters need to be cleaned, when the lamps need to be replaced, and other issues. It's a big help to have all of that information without leaving our office."

According to Powell, the projectors have been so successful that schools are now purchasing additional projectors with funds outside of the technology bond that originally provided for the equipment upgrade. "The CP-X443 projectors are very easy to use and they've been used quite a bit, to the point where I've received additional work orders outside of the bond funds, where schools are making purchases through their own funding, like from their parent-teacher organizations," Mr. Powell said.

Powell has put his faith in the Hitachi brand thanks to the combination of Hitachi's cutting-edge display technology and a commitment to customer service. "Hitachi's support has been incredible, they're second to none in my opinion," he said. "In the rare occurrences where we have an issue, their people are immediately there for us. I recommend Hitachi to everyone, not only for the classroom but any presentation setting."

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, LCD projection and flat panel HDTVs, LCD projectors, and DVD camcorders and DVD players. The division's Business Group markets LCD projectors, professional plasma monitors, interactive panels and whiteboards and security and observation system products through value added resellers, system integrators, distributors and OEM.

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 brand business products are connected through Hitachi's OneVision program, which makes it possible for any Hitachi business unit dealer to sell Hitachi products from other Hitachi business units.

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 356,000 employees worldwide. Fiscal 2005 (ended March 31, 2006) consolidated sales totaled 9,464 billion yen (\$80.9 billion). The company offers a wide range of systems, products and services in market sectors including information systems, electronic devices, power and industrial systems, consumer products, materials and financial services. For more information on Hitachi, please visit the company's website at www.hitachi.com.

#