

eTech Ohio 10 Booth# 117

FOR IMMEDIATE RELEASE

Contacts:

Tamara Deschryver
Hitachi America, Ltd.
(619) 591-5413
tamara.deschryver@hal.hitachi.com

Philip Weiss
Griffin Integrated Communications
(212) 481-3456 x23
pweiss@griffinpr.com

Hitachi Provides Education Market With An Array Of All In One Technology Solutions At eTech Ohio 2010

-- Bring Learning To Life With Hitachi Interactive Bundle Solutions --

Columbus, Ohio, February 1, 2010 – At eTech Ohio 10, Hitachi America, Ltd., Business Group (Booth #117) is offering educators the latest in turnkey education presentation technology. Featuring the new Wide and Stimulus Bundles, all of the products being showcased represent the latest in technology within their categories.

Hitachi America, Ltd. is introducing the CP-DW10N, featuring a short throw distance of three feet that projects an 80-inch image, eliminating image obstruction in front of the screen. The CP-DW10 projector can be controlled and maintained through a LAN network connection, providing the ability to network, control and maintain the projectors remotely. The network functionality is capable of controlling multiple projectors in different rooms, as well as monitoring for functions such as remaining lamp life.

In addition, the Hitachi CP-DW10N features WXGA (1280 x 800) resolution and a 16:10 aspect ratio, making the projector compatible with widescreen laptop computers and providing the ability to project on an 88-inch-wide interactive whiteboard from a distance of 37 inches.

Two new bundle solutions are also being introduced by Hitachi America, Ltd. The Wide Bundle combines the Hitachi CP-DW10N short-throw projector, the Hitachi 88-inch wide multi touch interactive whiteboard, and a custom-designed wall mount all into one seamless solution. Mounted on the wall arm at the top of the board, the CP-DW10N's short-throw capability greatly reduces the shadow cast on the StarBoard from the presenter and offers a better viewing experience in the classroom. Hitachi's included StarBoard MultiTouch Software allows two students to work simultaneously on the board at the same time and easily annotate with their finger or a stylus.

The second new bundle solution, the Stimulus Bundle, combines the Hitachi CP-D10 short-

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throw projector, the Hitachi StarBoard FX-77GII 77-inch interactive whiteboard, and a custom-designed wall mount. Mounted on the wall arm, the projector's short-throw capability greatly reduces the shadow cast on the board from the teacher and offers a better viewing experience for students. The bundle is the premier low-cost option for education environments.

At eTech Ohio, Hitachi America, Ltd, is also showcasing its Perfect Fit Bundle and Ultra Short Throw Bundle. The Perfect Fit Bundle combines the Hitachi CP-A52 ultra short-throw projector and the Hitachi 77-inch StarBoard. The CP-A52 with Perfect Fit Technology enables the teacher to adjust four corners of the image one by one. The Ultra Short Throw Bundle deploys the CP-A100 ultra short throw projector and Hitachi interactive whiteboard, providing an optimal viewing experience, even in small classrooms.

"We developed all of our presentation technology solutions to offer the best possible interactive experience in the classroom," said John Glad, product manager, Hitachi America, Ltd. "By combining our latest in projector technology and our revolutionary interactive whiteboards, we are giving educators more options than ever to meet whatever challenges they may face in their specific environment. At the same time, we are also ensuring that users are achieving the best experience with a complete Hitachi solution."

Manufacturer Suggested Retail Price for Bundle Solutions:

- Wide Bundle Solution: \$4,595.00
- Stimulus Bundle Solution: \$3,289.00
- Ultra Short Throw Bundle Solution: \$5,295.00

ABOUT HITACHI

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. Go to www.hitachi-soft.com.

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 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.

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