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**NSCA BOOTH #733
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**HITACHI DIGITAL MEDIA DIVISION PROVIDES INTUITIVE SOLUTIONS FOR
THE SYSTEMS INTEGRATION MARKET AT NSCA 2005**

*-- Industry leading manufacturer and marketer of LCD projectors provides systems integrators
with new levels of flexibility and value in a range of fixed-install environments --*

ORLANDO, FLORIDA, www.hitachi.us, March 10, 2005 – The Digital Media Division of Hitachi America, Ltd., a subsidiary of Hitachi, Ltd., Tokyo, Japan (NYSE: HIT), today opened NSCA 2005 featuring a range of products and programs that present systems integrators with the most comprehensive performance and commercial solutions available. The products are on display at the company's NSCA trade show exhibit, Booth #733 at the Orange County Convention Center in Orlando, Florida.

“Hitachi is dedicated to providing systems integrators with technologies and commercial programs that benefit their customers and their businesses,” said Pete Denes, director of sales for Hitachi America, Ltd., Digital Media Division. “When integrators use Hitachi America projectors, they can do so with full confidence that our products will reflect well on their performance.”

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Innovative Products Deliver New Performance Flexibility And Value:

Leading the way for the Hitachi Digital Media Division at NSCA Expo, the company is showcasing its two leading series of superior-quality LCD projectors for all types of presentation environments.

Hitachi America is featuring its new **CP-X445** model projector. With a unique optical engine and 230W UHB lamp, the CP-X445 achieves a brightness of 3,200 ANSI lumens. It will project large-screen images that are clear and easy to see, even in large rooms or in bright environments. Additionally, four 3W speakers are built in, providing sufficient sound in classrooms without the need for additional external speakers. Furthermore, the CP-X445 is equipped with a LAN control function, allowing users to control and efficiently operate a group of projectors on TCP/IP network. Lastly, the CP-X445 features full connectivity with a DVI-D interface, and is compatible with the RGB Input 2 system, Video Input 3 system, and a wide variety of other input signals.

For mid-sized and large-sized environments, Hitachi is highlighting its **CP-X1200** (3,500 ANSI Lumens; 750:1 contrast ratio) and **CP-X1250** (4,500 ANSI lumens; 800:1 contrast ratio) series LCD projectors, which now include network administration software at no extra charge. The CP-X1250 and CP-X1200 series can also be remotely controlled and maintained through either a wireless IEEE802.11b or a wired 802.1/1BASE-TX network connection, providing the ability to network, control and maintain the projectors remotely. The network functionality also makes it easy to control multiple projectors in different rooms and to monitor for functions such as remaining lamp life.

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New Case Studies Showcase Hitachi's Presence In Systems Integration Market:

Underscoring its growing presence in school districts nationwide, the **Frisco Independent School District** north of Dallas, TX has standardized on Hitachi CP-X335 model projectors. With current enrollment of 16,200 students in schools today the district is projecting unprecedented growth to reach 35,400 by the start of the 2009-2010.

Additionally, demonstrating its ability to provide the burgeoning church market with cost-effective projectors featuring advanced technology, reliability and ease of use, the Digital Media Division of Hitachi America today announced that, along with **Shepherd Multimedia**, it had sold more than a dozen new projector types to churches all over the country. The churches vary widely in size and denomination as well as geographic location, while still finding a Hitachi projector to suit their needs.

About Hitachi

Hitachi America, Ltd., Digital Media Division, supplies high-performance multimedia products to OEMs, value-added resellers, system integrators and distributors. The division's products include LCD/LCOS projectors.

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 <http://www.hitachi.us>.

Hitachi, Ltd. (NYSE: HIT), headquartered in Tokyo, Japan, is a leading global electronics company, with approximately 326,000 employees worldwide. Fiscal 2003 (ended March 31, 2003) consolidated sales totaled 8,634.4 billion yen (\$81.4 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, please visit www.hitachi.com.

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