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HITACHI INTRODUCES CP-X251 3LCD PROJECTOR FOR EDUCATION MARKET

-- The CP-X251 offers high brightness, portability and the industry's most advanced security features. --

SAN DIEGO, CALIFORNIA, www.hitachi.us, **September 7, 2006** — Setting new standards in brightness performance, reliability and versatility for educators in a variety of presentation environments, Hitachi America, Ltd., Ubiquitous Platform Systems Division today introduced the new CP-X251 3LCD projector. The 2,000 ANSI lumen CP-X251 projector offers advanced functionality for the education market, including Hitachi's exclusive Input Source Naming function, which allows users to customize the names of their individual input sources. The CP-X251 also features two RGB inputs, MyScreen/MyMemory preset options, and a remote control with Hitachi's "MyButtons" function.

The CP-X251 boasts customizable resolution, giving presenters the ability to automatically resize special resolutions or undetectable wide size resolution images and set to the best position on the screen, creating a near-perfect image. Additionally, the CP-X251 is equipped with a security bar, Kensington security slot and transition detector (a sensor located inside the projector that recognizes when the projector has been moved). The projector is protected against unauthorized operation with its PIN code security system.

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“The new CP-X251 3LCD projector provides customers in the education market with the advanced features and premier quality and reliability that are Hitachi’s recognized attributes, at an extremely competitive price point,” said Pete Denes, vice president of sales, Hitachi America, Ltd., Ubiquitous Business Platform Systems Division, Business Group. “The CP-X251’s ease of use and functionality makes it the perfect presentation solution for an array of environments.”

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.

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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.

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