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## **Hitachi Debuts 2010 Line Of HDTVs, Proving That Advanced LED Technology And Affordability Can Go Hand-In-Hand**

-- New Models Deliver Brilliant Picture Performance And Innovative Features --

**CHULA VISTA, California – June 28, 2010** – Hitachi America, Ltd.'s Digital Media Division today announced its 2010 line of LCD HDTVs that seamlessly blend technology and advanced features with value-driven pricing. Hitachi's 2010 line responds perfectly to the needs that are top-of-mind for today's tech-savvy consumer.

### **UltraVision® UltraThin LED Series**

The new Hitachi UltraThin Light Emitting Diode (LED) models are less than two inches thin and utilize the latest high-efficiency LED technology while delivering stunning Full HD 1080p 120Hz picture quality. These environmentally-friendly models are mercury-free and ENERGY STAR® 4.1 qualified, consuming significantly less power than conventional LCD models without compromising on image brightness or color vibrancy. CONEQ™ Surround and CONEQ 3D sound further enhance Hitachi's LED line, delivering an immersive audio experience to match the brilliance of the high definition video. These top of the line models feature Instaport™ technology for ultra fast HDMI® input switching. The UltraThin LED series will be available in 46-inch and 42-inch class screen sizes.

### **UltraVision CCFL Series**

The new UltraVision CCFL series will be available in a 55-inch class home theater model and in 46-inch, 42-inch, and 32-inch class screen sizes. Each model boasts 1080p resolution, 120Hz panel speed and Hitachi's Reel120® movie motion technology. The slim and light designs are easily swiveled to accommodate various viewing positions.

The UltraVision CCFL Series includes four HDMI pure digital inputs for the best possible picture. Additionally, the top-of-the-line "S604" models feature Instaport™ technology for faster HDMI input switching. All UltraVision CCFL models also include CONEQ™ 3D Sound for a musically accurate three-dimensional audio image that complements any on-screen programming. A USB photo viewer input allows each model to function as a home theater digital photo frame.

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## Alpha CCFL Series

Building on the 2010 line, Hitachi's Alpha Series offers versatile connectivity with 7 high definition inputs, including 4 HDMI<sup>®</sup> pure digital inputs for a brilliant picture. Additionally, each Alpha Series model is ENERGY STAR<sup>®</sup> 4.1 qualified. Consumers can conveniently display PC photos and videos with the high definition RGB input and enjoy the flexibility of the swivel stand to optimize the viewing angle. To provide the most natural sound, the Alpha series features CONEQ<sup>™</sup> technology to optimize each individual speaker driver for musically accurate sound. The Alpha series will be available in the 32-inch screen size (720p) with panel speed of 60Hz.

The Hitachi 2010 line will be released as follows:

Model	Lighting	Size Class	Resolution/Hz	Introduction	Suggested
	Technology				Retail Price
UltraVision LE46S704	LED Edgelight	46"(45.99" Diagonal)	1080p/120Hz	August	\$1,499
UltraVision LE42S704	LED Edgelight	42"(42.02" Diagonal)	1080p/120Hz	July	\$1,199
UltraVision L55S604	CCFL Backlight	55"(54.64" Diagonal)	1080p/120Hz	July	\$1699
UltraVision L46S604	CCFL Backlight	46"(45.99" Diagonal)	1080p/120Hz	July	\$1199
UltraVision L42S504	CCFL Backlight	42"(42.02" Diagonal)	1080p/120Hz	June	\$899
UltraVision L32S504	CCFL Backlight	32"(31.55" Diagonal)	1080p/120Hz	June	\$649
Alpha Series L32A404	CCFL Backlight	32"(31.51" Diagonal)	720p/60Hz	October	\$449

### ABOUT HITACHI

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](http://www.hitachi-america.us). For information on other Hitachi Group companies in the United States, please visit [www.hitachi.us](http://www.hitachi.us).

Hitachi America, Ltd.'s Digital Media Division markets high-definition LCD flat panel televisions, as well LCD projectors, interactive panels and whiteboards and security and observation system products through value-added resellers, system integrators, distributors and OEMs.

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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 more information on Hitachi consumer and business products, visit [www.hitachi-america.us](http://www.hitachi-america.us)

**About Hitachi, Ltd.**

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2009 (ended March 31, 2010) consolidated revenues totaled 8,968 billion yen (\$96.4 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at [www.hitachi.com](http://www.hitachi.com).

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