

## Hitachi announces the release of their GPS microsite

Sydney, 17 October 2007

Life's about the journey and Hitachi is making it enjoyable with its new GPS models released in September 2007. To further complement the launch of the new models, Hitachi has created a microsite dedicated to providing consumers with detailed information on the new GPS features.



Visitors can see the Hitachi GPS in situ, in a relaxed environment and discover the navigation, safety and entertainment features that the new models offer.

The flash animated website is the best way to describe the various attributes of the products such as Text to Speech and Sensis v.14 mapping, and especially the optimum safety features that are now of great importance to consumers when choosing their GPS.



The screenshot shown on the right clearly demonstrates that drivers can now connect a reverse camera to their Hitachi GPS and see the reverse view on their GPS screen. Also, drivers can make hand free calls in their car via the Bluetooth connection featured on the 5" GPS model.



Consumers will also be able to view the current Hitachi GPS range and all the accessories that come with it. Geoff Hannaford, Hitachi General Manager, Sales and Marketing, Consumer Products, states

"the portable navigation device market expectation of 600,000 units this year is fast becoming flooded with varied brands and models, ultimately confusing the consumer.

Hitachi Australia Pty Ltd (ABN 34 075 381 332)

The Internet is, without any doubt, the consumers' best friend to research product data. Our new GPS microsite is particularly aimed to position Hitachi as a premium and respected brand in this exciting segment with models delivering on the demands of savvy consumers. We also believe our retail partners will continually benefit from Hitachi Full HD TV and GPS microsites."

The microsite can be viewed on [www.hitachi.com.au/GPS](http://www.hitachi.com.au/GPS) and the Hitachi Australia website offers links to it on the GPS pages.

- Ends -

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**About Hitachi**

For over 30 years, Hitachi has provided Australian industry and consumers with award winning products and services in many diverse areas. Hitachi Australia Ltd., a wholly owned subsidiary of Hitachi Ltd. Japan, markets and manufactures a broad range of products to the Australian market including air conditioning systems for home and business; consumer electronics, home entertainment and home appliance products; products and services for power generation; semiconductors and electronics devices for Australian manufacturers of electronic products. 2006 marks both the 50<sup>th</sup> anniversary of television manufacturing for Hitachi and the 50<sup>th</sup> anniversary of television broadcasting in Australia. Hitachi satisfies all audiences by providing superior technology in the areas of design, colour, definition and sound, on both the LCD and plasma platforms and remains one of few genuine manufacturers for both.