

Let's Get Interactive: Hitachi Australia Launches its First Interactive Projector

Sydney, 2 February, 2011: Hitachi Australia today announced its first interactive projector with the launch of the iPJ-AW250N. It is the latest and most innovative technology by Hitachi from its Ultra Short Throw projector range. The iPJ-AW250N offers an e-pen-based, single user input interactive capability, designed so that users can turn virtually any wall into an interactive surface.

The new iPJ-AW250N projector can be used in a number of environments. Bill Christoforou, Product Manager, Digital Presentation Solutions, Hitachi Australia, said: "This projector is versatile due its interactivity and can be used in a variety of settings. For corporate environments, it can be used as a simple display device for presentations. When this feature is combined with the interactivity, the projector is ideal for meetings, presentations and training by enabling functions such as annotation, collaborative mind-mapping and basic touch computing for workplace meetings."

In addition, the projector can also be used in an education setting. In a classroom environment, the iPJ-AW250N offers teachers the opportunity to combine the projector with their preferred teaching software to get up to a 100 inch screen, single input solution with all the added benefits of an ultra short throw distance. Having this functionality gives teachers and students the freedom to interact directly with the image with very minimal shadowing and no eye glare, ultimately offering a more hands on, engaging learning experience.

The iPJ-AW250N projector also provides users with a cost effective digital presentation solution, particularly to organisations that only require more basic interactive features. "At Hitachi, we strive to offer the right solution to each customer, specific to their unique requirements. With the addition of the iPJ-AW250N interactive projector to our Ultra Short Throw projector range, this means we are able to offer businesses and schools with a more economical and practical solution if required, and if it suits their needs," said Christoforou.

As an additional benefit to customers, the iPJ-AW250N projector is shipped with a copy of the StarBoard software. This is Hitachi's dedicated Interactive Whiteboard software, which offers users more detailed usability options and is proven to work in all interactive applications.

Leveraging the strength of its expertise in the Interactive Whiteboard (IWB) and projector market, Hitachi was able to develop a comprehensive product that met customer needs, while at the same time offering a differentiated solution from its dedicated IWB products. As such, the iPJ-AW250N projector is a lighter and more compact unit, making it easier to install. It also has Perfect Fit2 capability, which is a built-in functionality enabling quick adjustment of the projected image, adding to the decrease in installation time. In addition to faster installation times, the projector also has inorganic LCD panels, which greatly improve the reliability and longevity of the unit.

The interactive projector also offers both businesses and education providers with the same benefits as all of Hitachi's Ultra Short Throw projector range, which includes minimal shadowing and reduced eye glare for an enhanced visual experience. It will be commercially available in Australia in late March, 2010 with RRP of \$3800.

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About Hitachi

Hitachi was founded in 1910 and has Head Quarters and Major Subsidiaries in America, Asia, Europe, Japan and Oceania. For over 30 years, the Hitachi Group Companies have provided Oceania industry with award winning products and services in the areas of automotive components, products and services for energy generation, construction, mining and transport, multi-media and computer technology as well as Semiconductors and devices for Australian manufacturers of electronic products. 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.