

Hitachi Projects Design Excellence

Good Design Award 2012 and Product Design Award 2013 Praise the Design of Hitachi's LCD 8000 Series Projectors

24 January 2013, AUSTRALIA – Awarded for their slim and contemporary design, superior quality and design excellence, Hitachi's LCD 8000 series projectors have been recognised with two internationally-renowned design awards: Good Design Award 2012 and Product Design Award 2013.

The [Good Design Award](#) is a comprehensive program for the evaluation and encouragement of design organized by Japan Institute of Design Promotion (JDP). The Good Design Award has been given to outstanding designs for more than 50 years in the pursuit of prosperous lives and industrial development.

The International Forum (iF) awarded Hitachi with an iF Award for good design for its LCD 8000 series projectors. Established in 1953, the iF Product Design Award is today among the most important awards for innovative product design.

Bill Christoforou, marketing manager at Hitachi Australia, explains the importance of such awards: "These most recent awards reinforce our belief that Hitachi stands for quality and product design excellence. Customers are now looking for attractive industrial design and usability in equal measure and the awards recognize the lengths we've gone to ensure our products will not only give them the functionality and technical specifications they require, but a product that will be forward-compatible."

Hitachi's LCD 8000 series projectors have been designed to provide maximum presentation impact in mid to large venues. The LCD 8000 series projectors including the CP-WU8450, CP-WX8255 and CP-X8160 are suited to venues such as lecture theatres, function rooms, auditoriums and interactive shopping experiences.

The projectors are recommended for large style venues not just because of quality of the projection, but also because the projectors provide on-board features. These features include motorized zoom, focus and superior lens shift a variety of lens options and 360° display rotation, all of which help large venues achieve their projection needs with one sleek device.

"Large venues seek to create an environment conducive to a variety of functions while exhibiting their own vision. Hitachi projectors are designed to be in harmony with the venue space, as well as providing dependable use and a reduction in the total cost of ownership over the projector's lifespan.

"Both the Good Design Award and iF Product Design Award give international recognition to the achievements Hitachi have made with these projectors," said Christoforou.

For more information about the products:

The [CPWU8450](#), [CPWX8255](#) and [CPX8160](#) are high performance projectors suited for use in large venue spaces with the need for versatile installation options, intelligent stacking and advanced monitoring and troubleshooting. Perfect for use in conference halls or auditoriums with outstanding features such as clear and bright images at 5,000 lumens, 360 degree installation, DICOM mode for the most detailed of black and white images, rear status monitor, networking capabilities, superior lens shift for convenient installation and a variety of optional lenses available in addition to the standard lens.

Key Features

- Brightness: from 5,000 to 6,000 Lumens
- Resolution: from WUXGA 1920x1200 to XGA 1024x768
- Contrast ratio: 3,000:1
- 3 Optional Lenses and 1 Standard Lens
- Superior Lens Shift
- Motorised zoom
- Auto vertical keystone correction
- 360 degree installation
- DICOM simulation mode
- Status monitor
- Advanced network functions
- Security functions



2013



**GOOD DESIGN
AWARD 2012**

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