

Hitachi shines the light on Ultra Short Throw projectors with new website

SYDNEY, AUSTRALIA – October 26, 2009 – Hitachi Australia’s Digital Presentations Solutions group today announced the launch of an industry leading website (www.ultrashortthrow.com.au), providing Australian professionals with a one-stop-shop for all they need to know about Ultra Short Throw projectors.

The content rich website is set to be the number one destination for information on Ultra Short Throw technology, featuring a detailed instructional video, product information and case studies. The website is also designed to give people a better understanding of the differences between Ultra Short Throw, Short Throw and Standard Throw projectors.

Commenting on the new website Bill Christoforou, Product Manager, Digital Presentations Solutions Division, Hitachi Australia said, “ Ultra Short Throw projectors are relatively new meaning there is a lack of understanding in terms of how they actually work and the benefits they offer to presenters. The government is spending money on infrastructure for education facilities, leading to the classroom of the future being installed today. Modern technology is only as good as the people who use it and many people currently aren’t using Ultra Short Throw projectors to their potential.

Until now, no one place existed for people to find out more about Ultra Short Throw technology. Hitachi’s new dedicated website will be the number one destination for Australian professionals wanting to learn about this state-of-the-art technology. Hitachi has invested a considerable amount into this website and we believe it will be an invaluable tool for Australian professionals looking to better understand Short Throw technology.”

Over the coming months, Hitachi, with the aid of its dealers and promotional partners, will be driving people to the website and running a number of competitions with prizes including Hitachi Ultra Short Throw projectors including, the CP-A52, valued from \$3965 RRP.

To check out the site visit: www.ultrashortthrow.com.au

Notes to editors:

MEDIA RELEASE



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 Australian industry with award winning products and services in the areas of Air conditioning systems, Automotive components, Technology, products and services for energy generation, construction, mining and transport, Multi-media and computer technology and 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.

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