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Hitachi Australia Delivers Optimal Image Quality with New Ultimate Short Throw LCD Projector



Sydney, 27 October, 2010: [Hitachi Australia](#) today announced its new ultimate short throw LCD projector; a smaller, lighter and more functional unit that delivers optimal image quality.

Designed to fit the needs of both businesses and education providers, the CP-AW250N is the first release in a new portfolio that Hitachi is calling its 'Ultimate Short Throw' projector range. With additional models due to hit the market in 2011, these projectors will feature shorter throw distance, easier installation and offer greater reliability.

Finding the best distance to position a projector has been a consistent challenge for both installers and users in the past. Smaller spaces often require projectors to be installed as close as possible to presentation surfaces, therefore limiting screen size. Additionally, presenting from the front of the room is often made difficult by shadowing caused by the speaker standing between the screen and the light path. This also results in annoying eye glare for the presenter. The CP-AW250N projector helps solve these problems.

It can project a sharp 80" WXGA (1280 x 800) resolution image from as little as 56cm from the screen. This not only maximises screen size within confined spaces but also means that shadowing and eye glare are significantly reduced as the presenter is no longer standing in the path of the light.

Developed for installation in corporate and learning environments and for use in conjunction with interactive whiteboards, the CP-AW250N is smaller and 2kg lighter than its predecessor, meaning it can now be installed by one person. A new six-axis wall mount, which comes bundled with the projector, ensures that the projector can be installed in the perfect position, as fine adjustments can be made on each of the six axes independently of each other.

Hitachi's 'perfect fit' digital correction feature means that distorted images can be adjusted digitally, from up to eight different points independently, allowing the installer to make fine corrections and ultimately resulting in a straight and correctly aligned image. Also, 'barrel' or 'pincushion' distortion, which occurs on rounded surfaces, can be corrected. Hitachi has also included inorganic LCD panels in the projector, which have a higher resistance to light. This makes for a more durable projector, which ultimately extends the life of the product.

Bill Christoforou, product manager, Digital Presentation Solutions, Hitachi Australia, said: "We've seen encouraging quarter by quarter growth in the ultra short throw market, particularly from schools who have installed interactive whiteboard solutions, and we expect this to continue. We have developed an ultra short throw projector that provides our customers with the most optimum image quality, product reliability and value for money."

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“Installation is still regarded as a challenge, so we have made the CP-AW250N smaller and lighter, with a fully adjustable six-axis mount. To the installer this means vastly decreased installation time but also installation itself can now be carried out confidently by a single person.”

Mobile office workers no longer need to carry a laptop or notebook to every demonstration, as the CP-AW250N offers PC-less presentation by connecting a USB memory stick or storage device directly into the projector. Menus are easy to see and navigate with a thumbnail display and slideshow option. Advanced network functionality is also provided, with ‘multi PC’ mode allowing the transmission of images from up to four computers at the same time. The Messenger function transmits data to the projector via the LAN network, providing a more efficient way to send content and updates throughout the organisation.

The CP-AW250N is available now at an RRP of \$3,500. Visit www.ultrashortthrow.com.au for more information on Hitachi’s ultra short throw range and ‘how-to’ video.

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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.

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