

## Hitachi Australia appoints Hills SVL as distributor for Australia

Sydney, Australia – 21 March, 2012 – [Hitachi Australia](#) today announced the appointment of [Hills SVL](#) as national distributor for its [Digital Presentation Solutions](#). As part of the agreement, Hills SVL will be responsible for bringing to market Hitachi's comprehensive range of [StarBoard interactive whiteboards](#), digital projectors and accessories. The distribution agreement between Hitachi Australia Pty Ltd and Hills SVL becomes effective as of April 1, 2012.

Hitachi Australia identified the need to partner with a national distributor with a proven track record in excellent customer service and technical proficiency as a key success factor for its Digital Presentation Solutions in Australia. A leading distributor of professional audio and visual products in Australia, Hills SVL proved to be the perfect fit for Hitachi. Hills SVL has over 30 years of market-leading integration expertise and is dedicated to empowering integrators and end users to create powerful, easy to use systems.



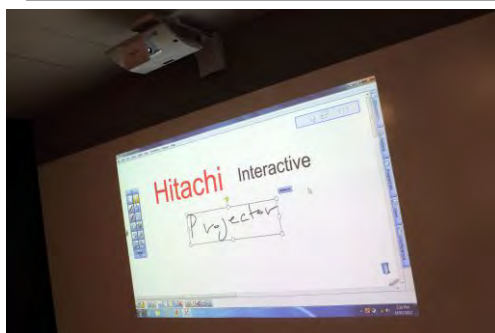
Gaurav Sethi of Hitachi Australia and Stuart Craig of Hills SVL

Hitachi's Digital Presentation Solutions have been designed for use in corporate and classroom environments as a sharing and collaboration tool, providing a tailored solution to meet individual customer requirements. After formalising the agreement in Sydney, Gaurav Sethi, general manager - Channel Business Group, Hitachi Australia, said that the partnership with Hills SVL represents a significant milestone in bringing Hitachi's Digital Presentation Solutions to the Australian market.



“One of the key reasons for selecting Hills SVL as a distribution partner was its extensive experience in the Australian audio visual market,” said Gaurav Sethi. “Working with Hills SVL, we are confident in our ability to provide resellers and customers integrated, functional and value-add solutions, best-in-class training, and a high level of support and service, while continuing to deliver cutting edge hardware and software solutions to address the needs of our customers across Australia and New Zealand. We are certain that our partnership will be a fruitful one that closely aligns to our future business goals.”

# News Release



“Hitachi’s range of Digital Presentation Solutions really is a seamless fit within our portfolio at Hills SVL,” said Stuart Craig, group general manager, Hills SVL. “We aim to offer our customers a turn-key solution for all their audio, visual, control and lighting requirements, combining market leading brands such as Hitachi with our unrivalled technical expertise,” added Dan Fletcher, national manager AV, Hills SVL.

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## **Inquiries**

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## **Hitachi Oceania Website**

<http://www.hitachi.com.au>

## **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.

## **About Hills SVL**

The Hills SVL Group provides an unmatched service footprint through eight offices and warehousing facilities across Australia and New Zealand. With a committed team of over 100 staff, Hills SVL is dedicated to providing intuitive integrated solutions to make it easy for customers to choose the right solutions for their projects. For more information visit [www.hillssvl.com.au](http://www.hillssvl.com.au).

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