

Hitachi is at the cutting edge of vacuum cleaner technology, meeting the consumers' expectations in cleanliness and suction power

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Hitachi introduces its innovative range of vacuum cleaners based on cleanliness, comfort and new technologies. With five models in the market place in early 2007, Hitachi provides the best technologies in dust filtration and compression, and contributes to make vacuuming an easy and effective experience. Leading the cutting edge of future development, Hitachi aims to improve consumers' lifestyles and to become the global vacuum cleaner brand of choice.

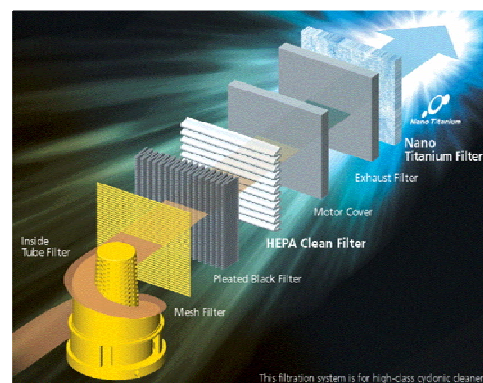


Providing clean technology supported by the Advanced Cyclone System and Dust Compression Technology (DCT)

Hitachi's own cyclone technology creates a whole new level in vacuuming. The Cyclonic Cleaner system is a bagless technology which delivers powerful vacuuming. Once sucked in, dust travels directly into the cyclone chamber for high-powered cleaning, with minimal waste of energy. Then the centrifugal airflow creates a "tornado" effect generated by a bottom to top air circulation. The powerful centrifugal force ensures that even the finest dust particles are instantly separated. Eventually, the Hitachi Dust Compression Technology (DCT) intervenes to reduce the dust volume by 50%. This means more time between disposal and less associated mess.

Keeping homes even cleaner with the 7-stage filtration system featured by Nano Titanium and HEPA clean filters

The 7-stage filtration system lets air travel through a series of unique filters, capturing the finest dirt and dust particles in the process, while antibacterial and deodorizing agents work to purify the exhaust air. Nano titanium technology was first installed in home appliances by Hitachi. The Nano titanium filter, fitted into the vacuum cleaner, traps even the smallest bacteria and odor-causing particles. While the whole Hitachi vacuum cleaner range includes a Nano titanium filter, at this stage the CVSH20V cyclone barrel and the CV90CY upright vacuum cleaners incorporate a HEPA (High Efficiency Particulate Air) clean filter, removing at least 99.97% of dust, pollen, mould, bacteria and any airborne with a size of 0.3 micrometers at 85 liters per minute – highly recommended to minimise allergy symptoms.






Comfort of use and convenience

The dust compression technology ensures dust can be removed and easily cleaned with minimal flying. The full range of Hitachi vacuum cleaners comprises of an on board tool storage offering an easy detachable crevice nozzle and dusting brush. The telescopic extension pipe and the large wheels will make vacuuming easier, allowing quick adjustment and smooth manoeuvrability. For consumers' convenience, the blower function enables the user to blow dust away from hard to reach places by attaching the pipe to the back of the machine. Finally consumers will be delighted by the hose stand which takes up little storage space.

To find out more about Hitachi range of vacuum cleaners, visit www.hitachi.com.au/australia or call 1800 448 224.

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Specifications



	CVSH18	CVSH20V	CV90CY RBL	CVT885WR	CV100
Body colour	Blue	Titanium Gold	Royal blue	Wine red	Blue
Power (max) Watts	1800	2000	1600	1500	1300
Extension pipe	Metal black	Telescopic black	-	Metal 2pcs	Plastic 3pcs
Rug & floor nozzle	2 way	2 way	Variable	2 way	2 way
Power control	-	Yes	-	-	-
Cord reel	Yes	Yes	-	Yes	-
Dust filter	Bagless - Dust case	Bagless - Dust case	Bagless - Dust case	Cloth Bag	Cloth filter
Filtration stages	7	7	8	4	3
Nano titanium filter	Yes	Yes	-	-	-
Hepa clean filter	-	Yes	Yes	-	-
Photocatalytic filter	-	-	-	-	-
Dust capacity Litres	1.6	1.6	2.0	4.0	7.5
Hose connection	Straight	Straight	-	Swivel	Straight
Tool storage	Yes	Yes	Yes	Yes	Yes
Hose stand	Yes	Yes	-	Yes	-
Suction power	350	460	140	260	250
Dimensions mm LxWxH	385x282x226	385x282x226	322x320x1070	450x285x224	342x287x402
Weight	4.7	4.9	7.5	4.2	4.5
Accessories	Rug floor nozzle, dusting brush, crevice nozzle				
RRP	\$279	\$339	\$299	\$109	\$299

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