

## Big images in small spaces with Hitachi's latest LCD projectors

SYDNEY, AUSTRALIA – 6 April, 2009 – Hitachi Australia today announced the addition of the CP-X3010, CP-X2510 and CP-X2010 LCD projectors to its lineup. With high picture quality and usability, versatile security, and superior maintenance functions, the projectors are ideal for education and office use.

Each projector features specifications designed to meet the needs of different applications:

Model name	Suggested use	Brightness	Contrast ratio
CP-X3010	Standard classrooms	3,000 ANSI lumens	2,000:1
CP-X2510	Small classrooms	2,600 ANSI lumens	2,000:1
CP-X2010	Small meeting rooms	2,200 ANSI lumens	500:1

All three projectors feature new levels of usability to meet the requirements of school and office use. The Power Saving mode reduces stand-by power consumption to less than five watts by disabling certain features such as audio capacity. The new projectors also feature a Template Function allowing users to project four different types of lines onto the screen, making writing and drawing graphs easier for teachers and presenters.

The projectors also feature a series of modes which work to maximise image quality, taking into account different surfaces the images is projected on and the time of day. For instance, the daytime mode uses image correction technology to counter the effects of light, ensuring clear, vivid images.

Enhanced maintenance functions mean that teachers and business users that are not necessarily tech savvy can easily use and replace parts of the projector. Thanks to the Hybrid Filter, maintenance and cleaning are much less frequent, making longer operation possible. Additionally the lamp door is located on top of the projector and the filter cover slides in and out from the underside of the device, so maintenance and replacement of these parts is easy.

Bill Christoforou, product manager, Digital Presentations Solutions Division said “High picture quality in small spaces and easy maintenance make the Hitachi CP-X3010, CP-X2510 and CP-X2010 LCD projectors the perfect digital presentation device for classroom and small business environments. These cost effective projectors possess features relevant to the needs of both of these sectors, including versatile security, enhanced usability and low running costs.”

### Notes to editors:

#### **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,

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