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Hitachi set a strong year with a refreshed 2010 portable projector range

Sydney, Australia – 14th May, 2010 – Hitachi Australia has strengthened its presence in the digital presentations market with a refresh of their impressive portable projector range for 2010. Building upon the successes of previous models, the new 2010 units will offer businesses and education institutions with new features to inject convenience and performance into both the office and classrooms.

The aim for 2010 was to introduce new innovations to the previous range and with the three replacement models (CPX2511, CPX3011N, CPWX3011N) and one new addition (CPX4011N), Hitachi has managed to create the perfect projectors which are both portable and suitable for permanent mounting.

Everyday operational costs are always top of mind for organisations and Hitachi has recognised this by ensuring the 2010 range of Hitachi projectors shine brightly and effectively whilst featuring decreased total cost of ownership. A perfect example of this is shown by the lamps developed by Hitachi – although capable of up to a remarkable 4000 ANSI lumens, Hitachi lamps can be used eco mode which means their life is extended to up to 6,000 hours. Furthermore, only one Watt of power is consumed when the projectors are in stand-by mode.

In addition to saving costs, the 2010 range of Hitachi projectors provides users with attributes to make communication more simple and effective. The material shown on a family of projectors can be controlled through a central location – customised messages can be filtered through to any projector on the network, while still images can be sent from up to four sources simultaneously. The software supplied with the Hitachi products tracks the status of other projectors on the network, allowing maintenance schedules to be easily monitored.

“We have taken all the positives from our previous range of Hitachi projectors and have added on further innovations to make them an even greater prospect for our customers,” said Bill Christoforou, Product Manager, Digital Presentation Solutions, Hitachi Australia. “Keeping the cost of ownership low was a priority for us and through initiatives such as lengthening our lamps’ lifetime and reducing the amount of energy used, we know that Australian schools and businesses will benefit from using our 2010 range of Hitachi projectors.”

Maintenance is also kept to a minimum through various new features in the 2010 range, including long-life hybrid filters which permits for 5,000 hours between servicing, made even easier due to lamp doors and filters being easily accessible when mounted. Additional features such as input source naming, audio pass through, 16W internal speakers, template function ensure that the 2010 range of Hitachi projectors continue to offer schools and businesses with the perfect digital presentation solution for their everyday activities.

There is choice of resolution within this latest range of Hitachi projectors as the CPX2511, CPX3011N, and CPX4011N offer XGA (1024x768) and the CPWX3011N has WXGA (1280x800) meaning it is capable of displaying wide and large images with excellent clarity.

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The CPX2511 and CPX3011N are available in May, while the CPWX3011N and CPX4011N will be available starting June.

Recommended Retail Prices:

CPX2511 - \$1410

CPX3011N - \$1725

CPWX3011N - \$2045

CPX4011N - \$2665

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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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