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## Hitachi's projectors shine light on Sydney's brightest Festival

~Hitachi has been announced as an official contributor for Sydney Festival and will provide six top of the range LCD projectors for use at the Seymour Centre~

SYDNEY, AUSTRALIA, January 14 2010: Hitachi has announced that it is an official contributor of Sydney Festival 2010, this encompasses a donation of six leading edge LCD projectors. These will be utilised in the foyer of the Seymour Centre for the duration of the renowned festival and will greatly enhance the festival goers' experience, as the space is transformed into an eclectic mix of films, advertisements and moving images in high contrast image and exceptional colour reproduction.

The six models, that form part of the sponsorship deal, boast market leading features to ensure that the projections reflect the highest standard and quality for which Sydney Festival is renowned. The following six models form the sponsorship deal:

Product type/ code	Description
CPX450 (Two units supplied)	Portable / Installation LCD Data Projector
CPX4020	Portable / Installation LCD Data Projector
CPX809	Larger Installation LCD Data Projector
CPX615	Larger Installation LCD Data Projector
CPX705	Larger Installation LCD Data Projector

Commenting on the donation Malcolm Moir, Head of Business Development, Sydney Festival said: "Our production and design colleagues feel the addition of the Hitachi projectors will give us the opportunity to greatly enhance the foyer environment of the Seymour Centre by allowing festival goers to utilise the equipment in a number of different ways, such as being able to access the internet."

Dipak Kumar, General Manager, Digital Technology Solutions Group Hitachi Australia comments, "It is a privilege to be involved with Sydney Festival in this way, the high calibre of technology will help to ensure the highest levels of audience enjoyment. Hitachi is pleased to provide projectors that are of

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the highest quality and performance to a great event that will be appreciated by audiences, residents and tourists.”

The Hitachi LCD projectors will be used in the Seymour Centre foyer for the duration of Sydney Festival (6 January – 31 January)

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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.

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