

MEDIA RELEASE

Hitachi Australia presents the big picture with the launch of the CP-X10000 Series Projector

~Featuring exceptional flexibility and connectivity that matches superior brightness and clarity~

SYDNEY, AUSTRALIA – November 25, 2008 – Hitachi Australia today announced the launch of the CP-X10000 3LCD Professional Series Projector. Effectively resetting the standard for performance and versatility in auditorium projections and large-scale presentations, the CP-X10000 projector is part of the company's Digital Presentation Solutions Division portfolio. It is the first model in Hitachi's new 3LCD Professional Series, offering a brightness of 7,500 ANSI lumens as well as a 2500:1 contrast ratio.

The CP-X10000 features inorganic optics, which means longer projector life. It also offers a 10,000-hour filter, making maintenance easier than ever before. The ultra-wide range lens shift and 10-bit full digital video processing add a new level of dynamic presentation, while networking connectivity enables remote maintenance and management.



Adding to the versatility of the CP-X10000 projector are six bayonet-style lens options, which offer a wide range of throw distances for different size audiences and allows presenters from Enterprise, Government and Education departments to make smart and smooth presentations wherever they are. The CP-X10000 includes an RS-232 network bridge for serial pass through, along with a mechanical shutter for blank mode.

In designing the CP-X10000, Hitachi engineers also placed strong emphasis on security, as the projector features Hitachi's proprietary My Image Campus Notification System. Anti-theft features include a security bar and transition detector.

Dipak Kumar, General Manager, Digital Presentation Solutions, said the CP-X10000 3LCD Professional Series projector offers versatility for presenters.

“Projectors have become more practical solutions for very large presenting environments and the demand for advanced flexibility and connectivity is equal to the demand for brightness and clarity. The CP-X10000 not only offers lens diversity and room versatility but is uncompromising on picture quality – so you’re always guaranteed a great presentation,” said Dipak.



The CP-X10000 is available through the Hitachi network of Premium Pro AV Dealers. Email dps@hitachi.com.au to be directed to these dealers. RRP: \$14,490 RRP

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, Automotive components, Technology, products and services for energy generation, construction, mining and transport, Multi-media and computer technology and 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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