

KITCHEN COOL WITH MINUS ZERO

9 November 2006

With so many options for kitchen appliances, it is becoming increasingly difficult for consumers to make any sense of the ever-changing home technology landscape.

With Hitachi's new refrigerator range, achieving kitchen cool is easy, with the line-up combining aesthetics and 'design smarts' based on Hitachi's 3 Change ethos for home appliances: Core Technology, Clean and Comfort.

The latest range additions feature a new level of food freshness with hybrid 'Minus Zero' cooling technology, which is a combination of direct cooling and fan cooling systems, re-designed for more accurate and consistent cooling temperatures and three-way temperature distribution.

The aluminium cooling panel acts like a large block of ice and when combined with Hitachi's *Advanced Multi-Flow System* results in 'Minus Zero' cool, clean air circulating to every corner of the refrigerator, helping to maintain a consistent temperature throughout. The multi-directional flow of cool air keeps food equally fresh and cool across the fridge reducing food wastage.

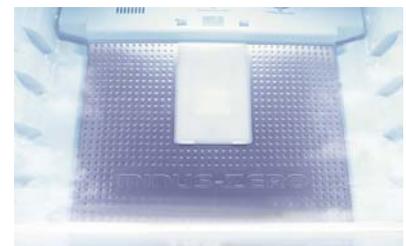
Hitachi's 370L and 410L refrigerators incorporate the new 'Minus Zero' cooling technology with the complex 'Triple Clean System' that combines the unique *Nano-Titanium Filter* and *Negative-Ions* with *Advanced Multi-Flow System* which work together to eliminate unwanted bacteria and odours, and deodorise.

The *Nano-Titanium* filtration system prevents up to 99.9% of airborne particles from travelling into the fridge to ensure food stays to its original flavour and texture far longer than conventional fridges.

Specific to the reintroduced 550L refrigerator, Hitachi's E-control feature includes a quick freeze and energy saving function. The quick freeze option ensures improved food longevity, preservation of food flavour and you won't need to wait nearly as long for ice cubes which is great for when you're entertaining. The E-control energy saving function is designed to be utilised during periods of lower use, such as when you go on holidays, allowing up to 20% energy savings resulting in reduced impact on energy costs and on the environment.

For consumers who consider cleanliness just as important on the outside of their refrigerator, Hitachi's stainless steel models feature a unique transparent antibacterial door coating which makes it fingerprint and dirt resistant, so it can be easily cleaned.

MINUS-ZERO
Cooling



Hitachi 410L refrigerator with 'Minus Zero' technology inset.

Some refrigerators don't stand up to rigorous handling day in, day out. The Hitachi range incorporates features built for longevity and convenience including heat and shatter-resistant tempered glass shelving that can hold up to 100kg of food; glide-out crisper for easy access to fresh fruit and vegetables; and specially designed easy-to-use twist ice tray in the freezer.

For more information on the new 'Minus Zero' range contact Hitachi Australia on 1800 448 224 or visit www.hitachi.com.au/australia.

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Feature Summary:

Feature	Model
Triple Clean System: Advanced Multi-Flow System, Nano-Titanium filter, Negative-Ions, MEPS compliant	All Models
Minus Zero Cooling	R-Z370AT6 PWH, R-Z410AT6 PWH
Crisper with Castors (wheels)	R550ET5 PWH, R550ET5X
E-Control- Quick Freeze and Energy Saving Function	R550ET5 PWH, R550ET5X
Tempered Glass Shelves	All Models
2 way Humidity Control System	All Models
Twist Ice Trays	All Models
Antibacterial Door Coating (Stainless Steel)	R550ET5X

Model No	Colour/Size	Available	RRP
R-Z370AT6 PWH	370L / White	September 06	\$1,049
R-Z410AT6 PWH	410L / White	September 06	\$1,149
R550ET5 PWH	550L / White	Available Now	\$1,549
R550ET5X	550L / Stainless Steel	Available late 06	\$1,799

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