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Hitachi Introduces CP-X3010 3LCD Projector For Classrooms And Meeting Rooms At InfoComm 09

-- The CP-X3010 3LCD Projector Offers A Brightness Of 3,000 Lumens And A 2000:1 Contrast Ratio --

ORLANDO, Florida, June 17, 2009 — Hitachi Home Electronics (America), Inc., Business Group today introduced the CP-X3010 3LCD projector, offering superior performance and reliability for classrooms and meeting rooms. The CP-X3010 features a brightness of 3,000 lumens and a 2000:1 contrast ratio.

The CP-X3010 3LCD projector is easy to install and transport at a weight of 7.9 pounds. The CP-X3010 features 16 Watts of built-in audio, eliminating the need for external speakers, while maintaining a low noise rating of 29 dB in Eco Mode. The CP-X3010 also features a hybrid filter that offers 5,000 hours between maintenance.

The CP-X3010 features a long lamp life of 3,000 hours in Standard Mode and 6,000 hours in Eco Mode. The CP-X3010 also features Hitachi's proprietary My Buttons functionality, allowing two buttons on the projector to be programmed to execute any projector command. The CP-X3010 offers input Source Naming, allowing users to rename input sources to fit their needs. Closed Captioning functionality is available with the CP-X3010.

In addition, the CP-X3010 features a Transition Detector, which requires a password to operate the projector when it is moved from a fixed position. The CP-X3010 also offers PIN Lock and MyScreen functions, along with a security bar that allows the use of a heavy chain in order to prevent theft.

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“The CP-X3010 addresses the need for enhanced reliability, performance and security in a variety of markets,” said John Glad, product manager, Hitachi Home Electronics (America), Inc., Business Group.

ABOUT HITACHI

Hitachi Home Electronics (America), Inc., Business Group, subsidiary of Hitachi America, Ltd., markets LCD projectors, interactive panels and whiteboards and security and observation system products through value added resellers, system integrators, distributors and OEM.

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. For consumer and business products, visit www.hitachi-homeelectronics.us

Hitachi America, Ltd., headquartered in Tarrytown, New York, a subsidiary of Hitachi, Ltd., and its subsidiary companies offer a broad range of electronics, electronic contract manufacturing services, power and industrial equipment and services, automotive products and consumer electronics with operations throughout the Americas. For more information, visit www.hitachi-america.us. For information on other Hitachi Group companies in the United States, please visit www.hitachi.us.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 400,000 employees worldwide. Fiscal 2008 (ended March 31, 2009) consolidated revenues totaled 10,000 billion yen (\$102.0 billion). The company offers a wide range of systems, products and services in market sectors including information systems, electronic devices, power and industrial systems, consumer products, materials, logistics and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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