

FOR IMMEDIATE RELEASE

Contacts:

Tamara Deschryver
Hitachi Home Electronics (America), Inc.
619.591.5413
tamara.deschryver@hal.hitachi.com

Travis McGee
Griffin Integrated Communications
212. 481.3456 x24
tmcgee@griffinpr.com

Hitachi Provides Pro AV Market With A Variety Of Video Solutions At InfoComm 09

-- Hitachi Products Include 3LCD Projectors, StarBoard Interactive
Whiteboards and HDTV Cameras --

ORLANDO, Florida, June 17, 2009 — At InfoComm 09, Hitachi Home Electronics (America), Inc., Business Group, Hitachi Software Engineering America, Ltd. and Hitachi Kokusai Electric Inc. are offering systems integrators, dealers and end-users the latest in high-end video equipment, spanning from video capture to display. These products range from LCD projectors to interactive whiteboards to production cameras, with each product representing individual state of the art technology in each respective category.

Hitachi Home Electronics (America), Inc., Business Group is introducing 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.

Additionally, 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 features Closed Captioning and Hitachi's proprietary My Buttons functionality, allowing two buttons on the projector to be programmed to execute any projector command. The CP-X3010 also offers input Source Naming, allowing users to rename input sources to fit their needs.

-more-

At InfoComm 09, Hitachi is also introducing the CP-X4020 3LCD projector, which offers a brightness of 4,000 lumens and a new 4,000-hour hybrid filter. The CP-X4020 is ideal for medium to large venues, featuring 16 Watts of built-in audio, eliminating the need for external speakers. Additionally, the CP-X4020 boasts a high contrast ratio of 2000:1.

The CP-X4020 projector offers numerous advanced features unique to Hitachi projectors, such as MyMemory, MyText, MySource and MyButton functions. The CP-X4020 also offers blackboard/whiteboard mode and daytime mode. The CP-X4020 offers Closed Captioning and input source naming, allowing users to rename input sources to fit their needs.

Hitachi Home Electronics (America), Inc., Business Group is also introducing at InfoComm 09, its Professional Series of 3LCD projectors. The CP-X10000, CP-WX11000 and CP-SX12000 projectors deliver on Hitachi's trademark of reliability, versatility and performance to the high-end professional AV marketplace, including auditoriums, lecture halls, large houses of worship and staging productions.

The CP-X10000 projector offers XGA resolution, with a brightness of 7,500 ANSI lumens. The CP-WX11000 offers WXGA resolution, a 16:10 aspect ratio, a picture-in-picture feature and a brightness of 6,500 ANSI lumens. The CP-SX12000 offers SXGA+ resolution and a brightness of 7,000 ANSI lumens. All three models offer a 2500:1 contrast ratio.

The Professional Series models feature inorganic LCD panels for longer projector life. They also feature new dust-resistant cooling systems, allowing the filter to operate for 10,000 maintenance-free hours. All three projectors feature networking connectivity, enabling multiple projectors to be monitored and managed from a single, remote location, as well as an RS-232 network bridge for serial pass through.

All three Professional Series projectors feature a 3,000-hour lamp life and blackboard/whiteboard mode and daytime mode. Security features include a PIN lock, Kensington slot and transition detector.

-more-

Hitachi Software Engineering America, Ltd. is showcasing the new StarBoard T-19WX Interactive Display. The T-19WXL is a compact, ergonomic, pen-driven, SXGA resolution 19-inch LCD display, which works in conjunction with the Hitachi Software suite of presentation and collaboration tools. The T-19WX allows a user to deliver interactive presentations and write digital notes on the pen display, while an audience views the same visuals projected on a larger screen.

The latest in tablet presentation technology, the T-19WX features eight customizable software shortcuts, a wireless pen with two customizable buttons, handwriting recognition, an adjustable tilt stand and VESA mount and VGA output connector.

Available StarBoard Software is accessed through an intuitive, icon-driven interface that enables presenters to easily operate in a whiteboard mode or to annotate right over Windows applications or digital video on the display. Collaboration software empowers the T-19WX with the ability to easily communicate with other StarBoard systems and allows for simultaneous viewing and annotation by multiple systems connected either locally or across the Internet.

Hitachi Software Engineering America, Ltd. is also showcasing the new StarBoard WT-1 Wireless Tablet. The new tablet comes equipped with an interactive pen with two customizable buttons and will debut at InfoComm 09. The new WT-1 tablet will provide presenters with the ability to create more highly interactive and dynamic presentations.

The WT-1 features a range of up to 30 feet and a battery life of up to 16 hours. It also includes 16 programmable function keys, handwriting recognition, search engine integration, and a built-in LCD indicator panel, making users aware of battery life. Additionally, presenters have the ability to connect up to seven WT-1 systems to a PC.

The compact, StarBoard WT-1 Wireless Tablet is just 10.9" x 11.1" x 0.8" and weighs approximately one pound. The WT-1 tablet also features a writing resolution of 2000 Lpi.

Hitachi Kokusai Electric Inc. will be showcasing the Hitachi SK-HD1000 HDTV studio and field production camera. The SK-HD1000 camera features a 60 dB signal-to-noise ratio at F10.0 and a real-world resolution of 1100 horizontal TV lines. This translates into the cleanest and sharpest digital processing HDTV camera picture available on the market.

The SK-HD1000 is Hitachi's 2-piece camera platform that offers maximum configuration flexibility similar to its popular Z-Series cameras. It provides user benefits that one-piece camera systems simply can not. The camera system is offered with a traditional digital fiber-optic cable transmission system for wired configurations as well as the world's first patented all-digital triaxial cable transmission system.

Hitachi Kokusai is also demonstrating the DK-H32 multi-purpose HDTV camera, designed for demanding high-end HDTV video applications where the camera must operate "self-contained" and remotely controlled. The DK-H32 HDTV is ideal for graphics stand, point of view and Hitachi remote observation applications. Images of the highest quality and stability are ensured with the three 2/3" 2.2-million pixels CCDs and a 1.8 million gate single chip DSP.

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 www.hitachi.com.

###