

Hitachi at ISE 2010

- **Complete family to meet all needs:** First European showing of new Short Throw projectors that join highly successful Ultra Short Throw models
- **Application examples:** Six demonstration zones with plenty of scenario demos for Short and Ultra Short Throw applications
- **Recognised industry leadership:** ED-A100 awarded accolade as 'Best Education Projector of the Year' in recent poll

Hitachi Confirms Its Leading Position in the European Ultra Short Throw Market with New Models and Six Demonstration Zones at ISE

Award winning models joined by new Short Throw LCD projectors

Hitachi Digital Media Group will be showcasing a broad range of innovative Short and Ultra Short Throw LCD projectors in six key demonstration zones on their stand at ISE from the 2nd -4th February 2010. New models in action in a variety of real life scenarios include the Short Throw ED-D10N, ED-D11N and the widescreen, mirror-projection ED-AW100N. As well as new products the stand will also feature an Innovation Zone that will be showing some of the latest development ideas from Japan including a laser projector and a new rear projection system. A competition for visitors to the stand will be running throughout the show as one of the attractions in the Entertainment Zone.

"With Hitachi already holding an 86% share in the Ultra Short Throw projection market according to PMA, the new Short Throw models, on show for the first time in Europe here at ISE, provide a complete range of capabilities to meet the performance requirements of every type of customer whatever their environment and application," said Axel Kutschke, Senior Manager, Presentation Products for Hitachi Digital Media Group. "As well as these range completing models, the stand will be packed with demonstrations of the innovations that make Hitachi LCD projectors so easy to use, cost effective and environmentally friendly in education and business."

One of the six demonstration zones will highlight the breadth of coverage of the new range with a comparison of the Short and Ultra Short Throw models including the CP-A100, the CP-AW100N and the CP-DW10N. In the Education Zone two new Short Throw models will be integrated with interactive whiteboards from Hitachi Software to show the capabilities of this powerful combination. The Entertainment Zone is sure to prove a hit with Ultra Short Throw products being used as the centre point of a fun but competitive showcase. In another area an interactive glass panel acting as a customer information point will be driven by a CP-A200. Finally the Networking Zone is where visitors will be able to see Hitachi's powerful management software in action as it controls all the live projectors on the stand.

The success of the Ultra Short Throw projectors on show on the Hitachi stand is further underlined with announcement that the ED-A100 has been selected as 'Best Education Projector of the Year' in the AV Futures Awards run by AV News following a recent poll of 17,000 channel professionals across Europe.

Ends.

Notes to Editor

About Hitachi Digital Media Group

The Digital Media Group, which is part of Hitachi Europe Ltd, is responsible for pan-European sales and distribution of Hitachi's leading digital display and projection products.

With two key product areas, Hitachi Digital Media Group provides leading-edge digital solutions for the home and business environments. Key product groups are display solutions, which include High Definition Ready LCD TVs, and a range of business and education 3LCD projectors.

For further information please visit Hitachi Digital Media's website at <http://www.hitachidigitalmedia.com>

About Hitachi Europe Ltd.

Hitachi Europe Ltd., is a wholly owned subsidiary of Hitachi, Ltd., Japan. Headquartered in Maidenhead, UK, it has operations in 13 countries across Europe, the Middle East and Africa and employs approximately 550 people.

Hitachi Europe comprises of nine business areas: rail systems; power and industrial systems; information systems; digital media and consumer products; display products; industrial components and equipment; air conditioning and refrigeration systems; manufacturing systems; and procurement and sourcing. Hitachi Europe also has three Research and Development laboratories and a design centre. For more information about the company, please visit <http://www.hitachi.eu>.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 400,000 employees worldwide. In fiscal 2008 (ended March 31, 2009) consolidated revenues totalled 10,000 billion yen (US\$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>.