

## NEW SHORT THROW HITACHI LCD PROJECTORS:

- **Complete family:** Hitachi now offers a complete range of Short and Ultra Short Throw models, including widescreen and networked versions, that provide shadow-free projection options to meet every customer need in education and corporate markets
- **Low Cost of Ownership:** Hybrid filter and long life lamp with 4000 hour life help to minimise maintenance in all environments
- **Rich Feature set:** Renowned Hitachi quality, usability and security mean all models are quiet, easy to use and come with great connectivity
- **Environmentally friendly:** Low power standby and Eco modes, reduced chemical usage and lower CO2 emissions from manufacture and distribution, reduced electronic waste by minimising service and parts replacement

## HITACHI EXPANDS FOOTPRINT IN THE SHORT THROW MARKET WITH A NEW FAMILY OF LCD PROJECTORS OFFERING INNOVATION, CONVENIENCE AND CHOICE

*Hitachi offers a complete line up of Short and Ultra Short Throw LCD Projectors with widescreen and networked options*

Hitachi Digital Media Group today announces a new family of Short Throw LCD projectors that build on the tremendous success of the company's market-leading Ultra Short Throw models but provide customers with a range of performance characteristic to meet every need. Delivering a bright, colourful and shadow-free 80" (2.02m) screen in throw distances from 82cm to 93cm, the new models combine innovations in Short Throw direct projection or mirror technology allied to the quality and low cost of ownership for which Hitachi is renowned. With three education specific projectors and three Multi-Purpose models, the extensive new range offers customers plenty of options in terms of performance, convenience and price.

"With Hitachi dominating the market for Ultra Short Throw projectors, our customers have been asking us for the same level of innovation and quality but with Short Throw options to meet a variety of usage needs. This new family of direct throw and mirrored LCD projectors now provides a complete range of Short Throw distances to meet every customer requirement in both educational and corporate environments," said Axel Kutschke, Senior Manager, Presentation Products for Hitachi Digital Media Group. "With the evident benefits to presenters and audiences of Short and Ultra Short Throw projectors these markets are set for strong customer adoption. These new models build on

our initial success and bring Hitachi innovation in areas such as Short Throw lens technology and TCO reduction in order to provide customers with value and choice.”

The corporate models include the entry level XGA CP-D10 and the network enabled WXGA CP-DW10N, both featuring direct projection through a single free-shaped plastic lens making them exceptionally versatile. Throw distances for an 80” screen for these models are 93cm and 86cm respectively. The CP-AW100N, also network enabled, has a mirror based projection system that further reduces the throw distance to 82cm. The flexibility of all these models means that they are well suited to table top operation, ceiling installation or the popular choice in whiteboard environments of convenient wall mounting above the screen using separately available brackets.

The line up is completed by three network enabled models to meet the specific requirements of the education market, including two direct projection, XGA models in the ED-D10N and the orange ED-D11N, and the mirror-type WXGA ED-AW100N.

The Short Throw characteristics of the new range fill the gap between the hugely successful Ultra Short Throw models - where Hitachi holds an 86% market share\* - offering throw distances of only 63cm for the 80” screen and standard projectors requiring 2m or more for the same sized image.

The entire family benefits from the latest developments to reduce Total Cost of Ownership (TCO) as well environmental impact. The hybrid filter with a 4000 hour cleaning cycle is the same as the expected lamp life when used in Eco mode. This reduces projector maintenance activity in typical environments to only one visit for approximately every two and a half year period, making them virtually maintenance free. Hitachi has also used the latest manufacturing and packaging techniques to reduce the amount of chemicals and CO2 used in the production and shipping of the projectors. Emissions and energy consumption are also minimised in operation by the power saving and Eco modes.

Many customers will use these models in conjunction with either standard or interactive whiteboards where the virtually shadow-free characteristics of Short Throw projection are particularly beneficial. The new Hitachi template function provides guide lines and grids to make it easy to write and draw on boards, while the daytime mode ensures that projections are always vivid, colourful and easy to see even in bright or sunny environments.

All of the new models feature a contrast ratio of 400:1 and while the multi-purpose units offer a bright 2000 lumens output, the education models are designed to comply with BECTA standards in areas such as brightness and performance. Noise output for all models is rated at 28dB in eco mode.

As with all Hitachi projectors, these models feature the highest level of security functions ranging from Pin-lock password control, to transition detectors and a security bar.

The Hitachi CP-D10 will be available across Europe in October 2009 with the CP-DW10N following in December. The other models will be available early in 2010.

\*PMA, 2009

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### **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>.

## HITACHI SHORT THROW LCD PROJECTORS

### KEY FEATURES AND BENEFITS FACT SHEET

#### DIRECT THROW MODELS – CP-D10, CP-DW10N, ED-D10N & ED-D11N

<b>Short Throw Innovation</b>	Virtually shadow-free, direct projection from free-shaped plastic lens with 80" (2.02m) screen from only 93cm – only 86cm for CP-DW10N
<b>TCO Innovation</b>	Low TCO with 4000 hour Hybrid filter and 4000 hour lamp (in eco mode) giving very long maintenance intervals in real world use. Low power standby.
<b>Usability</b>	Popular Hitachi design features to simplify day to day use and maintenance in all environments including whiteboard and blackboard modes, template feature, input source naming, IR frequency change, resolution presets, power saving mode, a 9 second 'quick on' start up and auto off.
<b>Security Features</b>	Transition detector, PIN lock, My Screen PIN lock, keypad lock, Kensington slot, a steel security bar and a tamper proof serial number label on side
<b>Optical Performance</b>	2000 lumens in normal mode and 1500 lumens in eco mode from 0.55" 3LCD panel and XGA resolution – (CP-DW10N has 0.59" panel and WXGA resolution). 8-bit colour processing with 16.7M colours.
<b>Lens Characteristics</b>	Simple and effective operation with manual focus and 1.3 x digital zoom. 60"-100" screen size (1.6m to 2.54m) screen or 60"-120" (1.6m to 3.04m) for CP-DW100. Digital shift. Optical lens shift 5: -1 fixed. Manual digital vertical keystone.
<b>Audio Speaker</b>	1W (CP-DW10N = 10W) internal speaker and audio pass through feature
<b>Noise</b>	Quiet operation of 28dB in eco mode, 35dB in normal mode
<b>Computer connectivity</b>	15-pin mini D-sub (input x 2, output x 1)
<b>Network</b>	RJ-45 network adapter x 1 (EXCEPT for CP-D10)
<b>Video/audio/control</b>	Video in: RCA jack x 1 (composite), S-Video Mini-DIN 4pin jack x 1, Component Dsub x 2. Audio in/out: stereo mini jack (input x 2, output x 1), stereo RCA jack x 1 input. 1 x 9-pin Dsub RS232 for control.  HDMI input for CP-DW10N, ED-D10N and ED-D111N
<b>Dimensions</b>	333mm(w) x 303mm(h) x 103mm(d)

**Weight** 3.5Kg (CP-D10), 3.7Kg (CP-DW10N, ED-D10N & ED-D11)

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#### MIRROR PROJECTION MODELS – CP-AW100N AND ED-AW100N

<b>Short Throw Innovation</b>	Virtually shadow-free, mirror-type projection with throw distance from centre of the mirror for 80" (2.02m) screen of only 82cm.
<b>TCO Innovation</b>	Low TCO with 4000 hour Hybrid filter and 4000 hour lamp (in eco mode) giving very long maintenance intervals in real world use. Low power standby.
<b>Usability</b>	Common sense design features to simplify day to day use and maintenance in all environments including whiteboard and blackboard modes, template feature, input source naming, IR frequency change, resolution presets, power saving mode, a 9 second 'quick on' start up and auto off.
<b>Security Features</b>	Transition detector, PIN lock, My Screen PIN lock, keypad lock, Kensington slot, a steel security bar and a tamper proof serial number label on side
<b>Optical Performance</b>	2000 lumens in normal mode and 1500 lumens in eco mode from 0.59" panel and WXGA resolution. 8-bit colour processing with 16.7M colours.
<b>Lens Characteristics</b>	Simple and effective operation with manual focus and 1.3 x digital zoom. 60"-120" (1.6m to 3.04m) screen size. Digital shift. Optical lens shift 5: -1 fixed. Manual digital vertical keystone.
<b>Audio Speaker</b>	10W internal speaker and audio pass through feature
<b>Noise</b>	Quiet operation of 28dB in eco mode, 35dB in normal mode
<b>Computer connectivity</b>	15-pin mini D-sub (input x 2, output x 1)
<b>Network</b>	RJ-45 network adapter x 1
<b>Video/audio/control</b>	Video in: RCA jack x 1 (composite), S-Video Mini-DIN 4pin jack x 1, Component Dsub x 2. Audio in/out: stereo mini jack (input x 2, output x 1), stereo RCA jack x 1 input. 1 x 9-pin Dsub RS232 for control.  HDMI input x1
<b>Dimensions</b>	333mm(w) x 311mm(h) x 103mm(d) (Dimensions TBD)
<b>Weight</b>	4.7Kg - (Weight TBD)