

HITACHI LCD PROJECTOR TO REVOLUTIONISE THE MARKET

- **Capability:** An ultra short throw distance of 42cm for a 60" projection screen and high angle projection enable positioning of the CP-A100/ED-A100 very close to the screen,
- **Versatility:** Balanced design features ensure strong all round characteristics to support versatile operation, stand-alone or connected to a LAN
- **Flexibility:** Many options for different operating environments and easy integration with many leading interactive whiteboards.
- **Usability:** Features for easy to use every day in any environment. Easy maintenance with highly effective air filter and easy access to key parts such as lamp and filter.
- **Security:** Multilevel PIN locks, steel security bar, Kensington lock point and an email alert when projector is detached from the network.
- **Picture Quality:** Advanced Hitachi features including 3LCD panel and unique optical technology to ensure the highest possible picture quality in all formats
- **Reliability:** Renowned Hitachi build quality, coupled with clever design features ensure reliable operation and low cost maintenance

NEW HITACHI ULTRA SHORT THROW PROJECTOR TO REVOLUTIONISE VIEWING AND USER EXPERIENCE

Radical new generation of LCD projectors delivers unique capabilities with outstanding Hitachi performance, security and quality

Hitachi Digital Media Group today announces the CP-A100/ED-A100 LCD projector that will redefine the meaning of ultra short throw and revolutionise the way that projectors are used in education and business. The dramatic reduction in throw distance and the introduction of a high angle projection capability means that the quiet CP-A100/ED-A100 projector can be sited very close to the screen. This brings additional convenience, viewing comfort and safety and eliminates shadowing effects common with conventional projectors. An in-house breakthrough in optical technology with only a minimal price premium has enabled Hitachi to create an entirely new experience for all users and audiences.

"Never before has the market seen a projector with such exceptional short throw performance, one that changes how customers will use projection systems. Users can engage better with their audiences and no longer need to carefully avoid projector beams, while audiences enjoy easy, relaxed viewing with bright, shadow-free images and low noise levels," comments Axel Kutschke, Senior Manager, Presentation Products for Hitachi Digital Media Group. "While maintaining all the design features that make Hitachi projectors so popular with customers these projectors will make the future brighter and more comfortable and convenient for everyone."

The ultra short throw capability of the CP-A100/ED-A100 unit delivers a 60" projection screen at only 42 cm. This exceptional performance is only possible with unique Hitachi optical technology including

lenses, hybrids and mirrors that do away with the need for expensive, poorer performing traditional approaches. With the projector so close to the screen, images are free from shadowing effects that can interfere with viewing and with the operation of interactive white boards that have become more popular in these operating environments.

The CP-A100/ED-A100 projector was designed to work either stand alone or to be integrated seamlessly with the market leading interactive whiteboards. This offers customers great flexibility in creating their own solutions. As projectors and whiteboards tend to have different lifecycles this enables customers to unbundle the buying decisions of the two items and ensures that they maximise existing investments in whiteboard technology.

While offering this range of unique performance characteristics the CP-A100/ED-A100 also incorporates all of the popular features for security, usability, cost of ownership and easy maintenance that users now expect of Hitachi projectors. The high quality 3LCD panel in the CP-A100/ED-A100 provides crisp, flicker free images at XGA resolution. This first product offers brightness levels of 2000 (lm) in normal and 2500 (lm) in bright mode. A wide selection of options for audio, visual, computer and network connectivity help to ensure easy and versatile operation. A PIN lock and MyScreen PIN lock, a Kensington lock attachment, a stainless steel security bar and tamper-proof labelling improve security on multiple levels. An email alert provides additional security when the projector is detached from the network.

The very quiet operation of the CP-A100/ED-A100 is due in part to the highly effective filter that can maintain temperature levels while using a slower, low noise fan. When the long life cycle components eventually require maintenance, easy access to both the lamp and filter help reduce service effort to ensure the lowest possible cost of ownership.

“While the CP-A100/ED-A100 offers revolutionary ultra short throw performance, this is not at the expense of any other important characteristics such as size, weight, noise, quality and price. The CP-A100/ED-A100 was designed as a complete and balanced projection solution that matches all expectations in terms of usability and the ownership experience, while introducing groundbreaking new capability,” continues Axel Kutschke.

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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, camera, projection and storage products.

With four 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 Plasma and LCD TVs; a range of home entertainment and business 3LCD projectors; 7th generation DVD Camcorders and a comprehensive range of DVD/hard disk players and recorders.

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

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 384,000 employees worldwide. Fiscal 2006 (ended March 31, 2007) consolidated sales totalled 10,247 billion yen (\$86.8 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 and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.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 15 countries and employs 500 people across Europe, the Middle East and Africa. Hitachi Europe tailors its services and solutions to meet the specific needs of its customers. Hitachi Europe comprises ten key business areas: power and industrial systems; rail; industrial components & equipment; information systems; digital media; display products; air-conditioning and refrigeration systems; procurement and sourcing; corporate technology group (research & development) and the Hitachi Design Centre. For more information about Hitachi Europe Ltd., please visit <http://www.hitachi-eu.com>

HITACHI CP-A100/ED-A100 LCD PROJECTOR

KEY FEATURES AND BENEFITS

FACT SHEET

Performance	Ultra short throw optics with 60 inch image at only 42cm from the centre of the mirror. Offers new ways to deploy projection systems with or without integration to interactive whiteboards. Projections are large, shadow-free, bright and safe.
Versatility	Balanced design ensures strong all round performance with no compromises for audiences, users and owners. Common sense design features to simplify day to day use and maintenance in all environments.
Optics	Unique Hitachi optical technology delivers exceptional short throw performance without large price premiums traditionally linked to such systems.
Cost of ownership	Easy maintenance through long life parts including lamp and filter as well as easy access via conveniently located lamp door, filter door and serial number.
Picture Quality	Vivid 3LCD 8 bit colour offering 16.7m colours with XGA resolution helps to ensure viewing comfort. High performance Hitachi light engine delivering 2000 lumens (lm) in bright mode and 1500 lumens (lm) in normal mode.
Security	Excellent multi level security protection to reduce risk of theft, including PIN locks, security bar, Kensington lock and a email alert when removed from the network.
Connectivity	Dual RGB inputs, one RGB output. Three audio input and single output, RJ-45 socket for wired LAN access