HITACHI LCD PROJECTOR DELIVERS AGAINST A WIDE RANGE OF USER NEEDS:

- **Versatility: Capable Performance for use in any environment**
- **Usability: Easy to use every day in a fixed or portable environment. Easy maintenance with long life air filter and easy access to key parts such as lamp and filter.**
- **Security: Transition detector, multilevel PIN locks, steel security bar and Kensington lock point**
- **Picture Quality: Advanced features including unique equalising gamma function ensuring 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 CP-X400 LCD PROJECTOR REDEFINES VERSATILITY, SECURITY AND QUALITY FOR BUSINESSES AND LEARNING ENVIRONMENTS

First of a new generation of projectors delivers
The Perfect Partnership of capabilities for a wide range of users

Hitachi Digital Media Group today announced the launch of the new CP-X400 LCD projector that is set to redefine the levels of functionality, quality and performance that users expect from a general purpose projector. Designed to meet the diverse needs of businesses and customers in training and development environments the CP-X400 integrates the most popular and valuable features found across a range of previous models. The 3000 ANSI Lumens projector is the first of a new family utilising a new 0.63" panel and offering the latest features to ensure the highest levels of usability, versatility and quality together with a low cost of ownership.

"The goal of the CP-X400 was to elevate what customers should expect of a general purpose projector in terms of usability and versatility, adding to the quality, security, performance and reliability for which Hitachi is already renowned," comments Axel Kutschke, Senior Manager, Presentation Products for Hitachi Digital Media Group. "This has been achieved by bringing together some brand new and some popular existing features that combine in a single projector offering outstanding value. For the first time professionals in business and training and development environments have a singe solution that performs at the highest level for any audience up to 100 people whether installed or moved around."

One key usability feature of the CP-X400 is the large and improved 400 hour electrostatic air filter that reduces maintenance costs, increases maintenance intervals and enhances reliability while contributing to the low 29dB noise levels. Maintenance and ownership costs are further eased by conveniently located filter access on the side of the projector and the lamp door on the top of the projector. There is also a new day mode setting to provide enhanced, vivid images in bright light environments. Unique Hitachi features such as input source naming, resolution presets, whiteboard, blackboard and greenboard modes and an IR remote frequency change facility are combined with the ever popular "My Button" ensuring that the CP-X400 is easy to use in all situations. Even an apparently small design element like the inverted serial number on the side of the projector helps minimise time and cost associated with asset tracking.

Security and theft protection is high on the list of priorities for most organisations and markets and so the CP-X400 brings together all of the security features that have achieved industry recognition for Hitachi in this area. The PIN lock and MySreen PIN lock, Kensington lock attachment, stainless steel security bar, tamper-proof labelling and exclusive Hitachi password protected transition detector improve security on multiple levels. By making theft itself more difficult and reducing the black market value of stolen goods by disabling the projector, the CP-X400 is more likely to deliver lasting value to rightful owners.

In order to deliver the very best picture quality the CP-X400 also incorporates a range of advanced features including an equalising gamma function as used in the high end PJ-TX300 Home Cinema projector.

Availability

The Hitachi CP-X400 will be available across Europe from May 2007.

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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 displays, cameras and projection products.

With three 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 and 7th generation DVD Camcorders

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 15 countries and employs 470 people across Europe, the Middle East and Africa. As a 'Best Solutions Partner' Hitachi Europe tailors its services and solutions to meet the specific needs of its customers. Hitachi Europe comprises eleven key business areas: power and industrial systems; rail; industrial components & equipment; information systems; high performance computing; 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.

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 revenues 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

KEY FEATURES AND BENEFITS
FACT SHEET

Usability	Common sense design features to simplify day to day use and maintenance in mobile and installed environments: o 400 hour electrostatic filter with side access o My Button, input source naming, day time mode IR remote frequency change resolution preset and o Whiteboard, blackboard and greenboard operation o Quick 5 second, direct power on and off.
Cost of ownership	Easy maintenance through long life parts and easy access via top lamp door and side serial number
Lens	Short throw lens with 60 inch image at only 1.8m. 9:1 optical lens shift. Manual 1.2 zoom
Picture Quality	Vivid 3LCD 8 bit colour offering 16.7m colours. High performance Hitachi light engine enables the CP-X400 to generate 3000 ANSI lumens (lm) in normal mode from a 0.63 inch P-Si TFT 3LCD panel. 500:1 contrast ratio XGA resolution with excellent video quality and HD TV compatibility to meet the multi-media needs of the latest presentations. Motion Adaptive Progressive Scan and Equalising Gamma function.
Security	Excellent multi level security protection to reduce risk of theft.
Audio Speakers	1 x 6W speaker. Stereo mini jack
Noise	29dB in whisper mode.
Digital Keystone	Automatic vertical keystone.
Input	Dual RGB inputs, one RGB output. Component input via RCA jacks. Stereo mini jack x2, 1 pair RCA L/R
Dimensions	A compact 340mm (W) x 270mm (D) x 100mm (H).
Weight	3.5Kg