

PRODUCTION VERSION OF HITACHI'S NEW HIGH DEFINITION PJ-TX200 HOME CINEMA PROJECTOR STEPS UP IN PERFORMANCE

Delivers 7000:1 contrast, 1 billion colours and just 24dB noise output¹

Following the first showing of the Hitachi Cine Master PJ-TX200 home cinema projector at IFA 2005 (Berlin), Hitachi has announced some key performance improvements to the production version of this product. Refinements made to the component technologies used in the mass production of the PJ-TX200 have allowed Hitachi's engineers to squeeze even more performance from the new Cine Master PJ-TX200 projector. Key improvements include a new contrast ratio of 7000:1 and a lower acoustic noise of 24dB.

"These improvements in the performance of the Cine Master PJ-TX200 make it one of the best high definition home cinema projectors available on the market today. With the new Cine Master PJ-TX200, customers no longer need to choose between picture quality and contrast. The combination of the 7000:1 contrast ratio with Hitachi's unique ED lens and 10-bit digital colour processing means that customers get the very best viewing experience – without compromise," comments Nick Rogers, Manager, Presentation Products for Hitachi Digital Media Group. "Our design and production engineers are constantly working on achieving the best possible performance from our projectors and the components that drive them. The PJ-TX200 is a great example of this dynamic process, with key improvements being made just prior to mass production."

The elegantly designed 16:9 projector will change the way people enjoy big screen entertainment at home. While maintaining all the design features that made its predecessor, the highly successful PJ-TX100, a hit in home cinema, Hitachi has added some new advanced core technologies to push the PJ-TX200 performance even further. Coupled with all the benefits of

¹ Whisper mode

3LCD technology, including true colour accuracy, no colour break up and perfect moving pictures, the Cine Master PJ-TX200 uses Hitachi's unique dual digital iris, a Super ED Lens and 10-bit digital image processing for the best possible picture quality in home cinema.

Easy setup and installation is a key feature of this projector - horizontal and vertical lens shift and a wide range zoom lens mean a perfectly shaped widescreen picture can be easily produced. The lens shift system enables the projector to be set up above, below, or to the side of the viewer, delivering a totally undistorted image. The front-end fan exhaust allows it to be set up on a bookshelf or discretely within an open wall cabinet and the X2 optical zoom gives great flexibility in positioning the projector anywhere in the room – without compromising picture quality.

Features such as a luminous remote control for low-light use, several preset picture modes (Normal, Cinema, Music, Sports and Dynamic) as well as four "My memory" settings that store customised viewing settings (for colour, Gamma, colour temperature, aspect, etc.) are also available. The Cine Master PJ-TX200 can be connected to practically any home entertainment device and includes a HDMI port for extra connectivity.

The PJ-TX200 uses Hitachi's Super ED lens system that comprises 4 Extra-Low Dispersion lenses in combination with aspherical lenses to reproduce 720p High Definition images with greater accuracy and with improved colour reproduction. Full 10-bit digital image processing allows accurate reproduction of 1.07 billion colours to ensure smooth and natural colour uniformity, which is particularly important when showing HDTV quality movies. The dual iris system and 9 - point Gamma control offer excellent colour balance and black level adjustment.

Availability

The Cine Master PJ-TX200 will be available throughout Europe early October 2005.

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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, camera, projection and storage products.

With four key product areas, Hitachi Digital Media Group provides leading-edge digital solutions for the home. Key product groups are: display solutions, which include High Definition Ready

Plasma and LCD TVs; a complete range of home entertainment 3LCD projectors; 5th 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>

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About Hitachi, Ltd.

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