

Hitachi innovation delivers interactivity to the Ultimate range

- **Ultimate interactivity:** Full interactive capability with pen control using standard whiteboards or even a plain flat surface
- **Ultimate usability:** Fast and precise response to user inputs as well as all the benefits of the Ultimate Short Throw models such as significantly easier installation and specially designed bundled wall mount
- **Ultimate design:** Advanced features, compact design and ultimate short throw distance offer a compelling package for commercial and education users
- **Ultimate sustainability:** Smaller, lighter packaging reduces environmental impact of distribution while lower energy consumption during operation and stand-by also reduces CO₂

HITACHI INTRODUCES THE ULTIMATE INTERACTIVE LCD PROJECTOR

Innovative new model brings integrated interactivity to the Ultimate Short Throw range

Hitachi Digital Media Group announces the launch of a new LCD projector that delivers full interactive capability in combination with all of the benefits of the recently available Ultimate Short Throw series. The innovative iPJ-AW250NM integrates Hitachi Starboard Soft Duo software to deliver a complete interactive experience on any flat surface. With a rich feature set that meets the specific interactive needs of both corporate and education users, the compact iPJ-AW250NM, like the other models in the Ultimate range, is easy to install, easy on the environment and designed to deliver outstanding performance in any setting.

“As the first Hitachi interactive LCD projector, the iPJ-AW250NM offers the market a real and innovative alternative to existing complex, bulky or compromised solutions. By embedding full interactive capability with all of the features of the new Ultimate Short Throw models, we are able to offer a high performance solution that works on any wall or with existing standard whiteboards,” said Axel Kutschke, Senior Manager, Presentation Products for Hitachi Digital Media Group. “In bringing interactivity to existing meeting and classroom facilities to improve productivity and learning, Hitachi is demonstrating its continued commitment to innovation by combining class leading technologies and solutions to meet growing market trends.”

The network ready iPJ-AW250NM incorporates a built-in sensor that uses infrared and ultrasonic waves that, when integrated together with the well established Hitachi Starboard software, facilitates the interactive capabilities. By removing the cost of upgrading existing whiteboards, this innovative approach opens up a world of interactivity for large numbers of commercial and education users. While all users want a seamlessly fast response time for an interactive projector that is simple and easy to use, these two markets do have differing needs in key areas. Commercial users often look for one click operation of functions such as print or email. Education markets, where Hitachi has extensive experience and market share, are more likely to demand ease of use, compatibility with rich content as well as rapid response. The iPJ-AW250NM has been designed with these diverging requirements in mind and offers simple operation for all of these needs.

To ensure easy installation, the iPJ-AW250NM is bundled together with a unique, easy install wall mount that makes the precise setup and fine adjustments both quick and simple. This means that a single engineer

using the easy set up procedure can quickly and correctly install and adjust the projector in six axes. An enhanced Hitachi Perfect Fit incorporating an eight point adjustment including all four corners and sides all but guarantees faultless images. Once the iPJ-AW250NM is installed on the network, the latest Hitachi projector management software takes the strain out of managing multi-unit installations as well as providing usage reports to ease occasional maintenance scheduling.

Despite the addition of the interactive sensor, the iPJ-AW250NM is still remarkably compact and light thanks to the outstanding design of the Ultimate Show Throw models. Indeed, at only 345mm (w) x 303mm (d) x 102mm (h) and 4.1kg, the projector's physical dimensions are only bettered by its non-interactive siblings. The small size and low weight of the projector and the wall mount also help to reduce environmental impact by cutting the carbon footprint during shipping and distribution. The projector also offer a reduced power standby mode using only 0.3W which ensures power usage is reduced to a minimum during the lifetime of the projector.

By cleverly optimising cool air flow around the projector, Hitachi have managed to combine tight packaging within the small exterior dimensions together with an extended lamp life of at least 5000 hours when operated in the automatically selected eco mode (Auto Eco Mode). A hybrid filter further reduces cost and maintenance requirements.

However the projectors' small size and ease of use do not in anyway diminish its impressive performance. While throw distance for a wide screen image of 80" has been reduced to a mere 53cm from mirror to screen, Hitachi has at the same time increased image quality and virtually eliminated the distortions inherent in short throw projection. The exceptionally short throw distance means that the powerful 2500 lumen WXGA projector is both bright and safe in all environments.

In common with the other Ultimate Short Throw models, the Hitachi Active Iris that produces a contrast ratio of 2000:1 ensures that the iPJ-AW250NM delivers distinct pure black levels even when displaying dark scenes or operating in a high ambient light.

Audio output is not left behind in the quest for visual excellence and the iPJ-AW250NM also provides a 10W speaker for clear audio output in meetings and classrooms.

The iPJ-AW250NM will be available across Europe in April 2011.

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 11 countries across Europe, the Middle East and Africa and employs approximately 460 people.

Hitachi Europe comprises of nine business areas: air conditioning and refrigeration systems; digital media and consumer products; display products; industrial components and equipment; manufacturing systems; information systems; power and industrial systems; power devices 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 360,000 employees worldwide. Fiscal 2009 (ended March 31, 2010) consolidated revenues totalled 8,968 billion yen (\$96.4 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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HITACHI ULTIMATE INTERACTIVE SHORT THROW LCD PROJECTOR iPJ-AW250NM

KEY FEATURES AND BENEFITS

FACT SHEET

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|-------------------------------|--|-------------|-----------------------------------|----------------------|-----------------------|----------|--|----------|--|-----------|--------------------|---------|---------------------------|-----|--|---------|----------------|
| Interactive Innovation | Full, single touch, any-surface interactive capability. Bundled Hitachi Starboard Soft Duo software. Interactive pen with batteries | | | | | | | | | | | | | | | | |
| Short Throw Innovation | Virtually shadow-free Ultimate Short Throw distance performance. Electric mirror mechanism delivers 80" (2.02m) screen at 53cm from mirror to screen | | | | | | | | | | | | | | | | |
| Usability | Rapid, precise response to user inputs. MyScreen, My Memory, My Button, blackboard/whiteboard mode, Daytime Mode, input source naming and resolution setting | | | | | | | | | | | | | | | | |
| Easy set-up | Bundled HAS-K250 wall mount for easy and precise installation Perfect Fit 2.0 for 8 point fine adjustment for corners and edges of projected images | | | | | | | | | | | | | | | | |
| Performance | 2500 ANSI lumens (2000 in Eco mode), contrast ratio 2000:1 | | | | | | | | | | | | | | | | |
| Image Quality | WXGA image at 1280 x 800 resolution from a 0.59" P-Si TFT 3LCD panel, Equalizing Gamma Correction, 2-3 pull down, Progressive Scan, Noise Reduction | | | | | | | | | | | | | | | | |
| Cost of Ownership | 5000 hour life lamp life and long life Hybrid Filter contribute to low maintenance costs and easy servicing Auto Eco Mode | | | | | | | | | | | | | | | | |
| Stand by power | Less than 0.3 W | | | | | | | | | | | | | | | | |
| Management | Hitachi PJ-Man network enabled projector management software | | | | | | | | | | | | | | | | |
| Keystone – digital | Manual vertical and horizontal keystone correction | | | | | | | | | | | | | | | | |
| Security | Transition detector, security bar, Kensington lock, PIN-Lock, MyScreen lock and tamper proof label on side | | | | | | | | | | | | | | | | |
| Connectivity | <table> <tr> <td>Computer in</td> <td>2 x 15-pin Mini D-sub 1 x HDMI</td> </tr> <tr> <td>Computer/Monitor out</td> <td>1 x 15-pin Mini D-sub</td> </tr> <tr> <td>Video in</td> <td>1 x component D-sub 1 x RCA component 1 x mini-DIN S-Video</td> </tr> <tr> <td>Audio in</td> <td>2 x stereo mini jack 1 x RCA (L/R) 1 x microphone jack</td> </tr> <tr> <td>Audio out</td> <td>1 x pair RCA (L/R)</td> </tr> <tr> <td>Control</td> <td>1 x 9-pin D-sub for RS232</td> </tr> <tr> <td>USB</td> <td>Type A for PC-less presentation Type B for mouse emulation port</td> </tr> <tr> <td>Network</td> <td>RJ-45 Ethernet</td> </tr> </table> | Computer in | 2 x 15-pin Mini D-sub 1 x HDMI | Computer/Monitor out | 1 x 15-pin Mini D-sub | Video in | 1 x component D-sub 1 x RCA component 1 x mini-DIN S-Video | Audio in | 2 x stereo mini jack 1 x RCA (L/R) 1 x microphone jack | Audio out | 1 x pair RCA (L/R) | Control | 1 x 9-pin D-sub for RS232 | USB | Type A for PC-less presentation Type B for mouse emulation port | Network | RJ-45 Ethernet |
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| USB | Type A for PC-less presentation Type B for mouse emulation port | | | | | | | | | | | | | | | | |
| Network | RJ-45 Ethernet | | | | | | | | | | | | | | | | |
| Speaker | 10W | | | | | | | | | | | | | | | | |
| Noise | 28dB in Eco mode | | | | | | | | | | | | | | | | |
| Dimensions/weight | 345mm (W) x 102mm (H) x 303mm (D)/4.1Kg | | | | | | | | | | | | | | | | |