

Contacts:

EMEA: Sarah Moloney
Hitachi Digital Media Group
+44 (0) 1628 585080
sarah.moloney@hitachi-eu.com

Hitachi launches a new range of affordable installation projectors offering high performance and flexibility

The mid-range 5000 series offers advanced technology features to deliver simplicity, efficiency and bright, high quality images

MAIDENHEAD, U.K 2nd February 2016 – Hitachi Digital Media Group announces the introduction of its new 5000 series projector range that offers a host of advanced features to deliver outstanding images, flexible installation and simple operation. The high performance models offer class-leading brightness along with the latest connectivity options and advanced set-up software to facilitate flexibility installation and operation.

“The new 5000 series offers customers industry-leading projection solutions that focus on image quality, high performance, reliability and installation flexibility, with advanced features that optimise convenience and functionality,” said Axel Kutschke, Senior Manager, Presentation Products for Hitachi Digital Media Group. “Features such as the seamless design as well as simultaneous Edge Blending and Warping and HDBaseT connectivity provide the flexibility and capability required to suit a wide range of user requirements in both commercial and educational environments.”

All five models in the new line-up offer the class-leading maximum brightness level of 5,500 lumens, along with contrast ratio of 10,000:1, meaning that they have the performance and ability to create impactful presentations in any environment.

With built-in Edge Blending and Warping software included in the package, the 5000 series models have the unique ability to operate both functions at the same time, ensuring that it is simple to combine several projectors to create an even larger, brighter image on just about any surface.

High connectivity including HDBaseT for long distance reliable connectivity all models offer a full range of latest connectivity options such as LAN port, HDMI, and analogue options and a

very unique HDMI out option to enable two projectors to show the same content simultaneously on two different screens for large conferences or presentations.

High Dynamic Contrast Range (HDCR) and the unique Hitachi Accentualizer ensure high quality, life-like projections from all models by compensating for bright environments and enhancing sharpness, gloss and shade. The exclusive Hitachi Image Optimiser automatically adjusts the HDCR and Accentualizer to counteract any loss of brightness or clarity over time.

Hitachi Perfect Fit technology allows the four corners and four sides of a projected image to be adjusted via remote control to perfectly fit the screen, and Instant Stack enables one projector to be placed atop a second in overlaying a projection for added brightness

Users can keep in total control of their projections with new Schedule Setting features that allow customisable power-up and down times that minimize power wastage and even the specific time of content projection can be scheduled, optimising user function in allowing relevant images to be shown at predetermined times.

New Hitachi CP-WX5500 and CP-WX5505, WXGA models will be available in Europe in February, while CP-WU5500 and CP-WU5505 WUXGA, CP-X5550 XGA models will be launched from March/April 2016 consecutively.

- **Advanced features:** Simultaneous Edge Blending and Warping as standard, HDBaseT connectivity and wireless, Dual HDMI connectivity in and out
- **Flexible:** Perfect Fit adjustment, manual lens shift and instant stack
- **Superb image:** Accentualizer advanced image processing with HDCR and Image Optimizer, 10,000:1 high contrast ratio
- **Low maintenance:** 10,000 hour filter, 6,000 hour lamp life in Eco Mode

Subject to change without notice.

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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., a subsidiary of Hitachi, Ltd., is headquartered in Maidenhead, UK. The company is focused on its Social Innovation Business - delivering innovations that answer society's challenges. Hitachi Europe and its subsidiary companies offers a broad range of information & telecommunication systems; rail systems, power and industrial systems; industrial components & equipment; automotive systems, financial services; digital media & consumer products and others with operations and research & development Laboratories across EMEA.

For more information about the company, please visit <http://www.hitachi.eu>.

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges with our talented team and proven experience in global markets. The company's consolidated revenues for fiscal 2014 (ended March 31, 2015) totaled 9,761 billion yen (\$81.3 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes power & infrastructure systems, information & telecommunication systems, construction machinery, high functional materials & components, automotive systems, healthcare and others.

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