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**Hitachi focusses on powerful installation solutions and
New LED Phosphor technology at ISE 2016**

***Multiple new product innovations to be introduced at ISE emphasise
Hitachi commitment to the installation category***

MAIDENHEAD, U.K 26 January 2016 – From 9th to 12th February 2016, Hitachi Digital Media Group will showcase an expanded range of high-end installation projection solutions at ISE 2016 in Amsterdam. With large, curved bright projections highlighting the versatility and power of Hitachi's professional offerings, the stand will be the first opportunity in Europe for visitors to see several brand new products.

Hitachi will unveil their new LED Phosphor projector family in Europe for the first time. The brand new models on display, LP-WU3500 & LP-WX3500, feature new light source products and will be available from July 2016. This new LED platform features an Ultra Solid engine with High Lumen Density technology targeting 3,500lm and superior Colour Space. Another key benefit is true 20,000 hours System Life, virtually eliminating maintenance as the LED Light Source will never need to be replaced during the projector's lifecycle.

This New LED Phosphor light source family will be enhanced with Hitachi's high Brightness New light source Laser projector LP-WU9750 producing 8,000lm brightness with WUXGA resolution.

"Over the last 18 months, Hitachi has introduced a number of new products and technologies to the installation category and, with the launch of several new models at ISE, this pace of innovation continues," said Axel Kutschke, Senior Manager, Presentation Products for Hitachi Digital Media Group. "This expanded range of installation projection solutions being demonstrated at ISE ensures our customers can rely on Hitachi quality and low cost of ownership for an ever-widening range of applications."

The dramatic Hitachi stand features a powerful display of colour, where visitors should expect to see large scale, curved projectors using Hitachi updated installation projector range. Models such as CP-WU8700, CP-WX8750, CP-WU9100 and CP-HD9950 will produce extremely bright imagery and improved features such as blending and warping at the same time, colour management and integrated cable cover. To experience this innovative display for yourself, please visit our stand.

In addition to appealing to users with installation and professional AV needs, the Hitachi projector range on-show also promises to appeal to customers in commerce and education, with demo areas inside the stand introducing new models in the 5000 series range.

Other solutions on show include the recently introduced Interactive Flat Panel Display, the ever popular Ultra-Short Throw models and the Chassis Camera models, as well many other models in the projector line-up.

Located in Hall 1, Stand F70, Hitachi welcomes visitors to explore the range and to understand how the stunning displays have been created.

Subject to change without notice.

LED Phosphor projector family using Phillips HLD technology.

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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) totalled 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.

For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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