

HITACHI TO LAUNCH RANGE OF NEW PROJECTORS AT INTEGRATED SYSTEMS EUROPE 2006

Business, education, entertainment – high performance projectors for
all applications

Hall 6, Brussels Expo

Brussels, Integrated Systems Europe, 1-3 February, 2006 - Hitachi Digital Media Group will be launching five new projectors in two key market categories at Integrated Systems Europe 2006. The new projectors include the range of high performance 260 Series models (CP-X260, CP-X265 and CP-X268) as well as the new CPR-X61 and CPR-S56 projectors which follow in the footsteps of Hitachi's extremely successful entry-level CPR-S55 projector. In addition, Hitachi is also demonstrating, for the first time in Europe, its advanced new network management software for connecting, managing and maintaining campus network projectors. The Hitachi stand will have three main categories of projection solutions on show. These will cover corporate applications, education environments and home entertainment.

"We have some very exciting new products coming to market and IS Europe 2006 is the ideal platform for Hitachi to showcase these to our European customers. As well as seeing the five new products being launched, visitors will also be able to experience our complete range of high performance LCD projectors. This includes the high-end CP-X1350 projector for corporate applications, a complete range of projectors designed specifically for education environments, and our award winning High Definition Ready PJ-TX200 home cinema projector." comments Nick Rogers, Senior Manager, Presentation Products for Hitachi Digital Media Group.

Rogers continues, "Hitachi's new network management software is a very exciting new development. It adds a range of features that radically simplify the management and

maintenance of the networked projectors, reducing cost of ownership and improving the customers' return on investment."

Using a new 0.6-inch LCD panel, the new 260 Series projectors offer customers XGA performance in a 2500 ANSI Lumen unit. For environments where the projectors need to be networked, there is a choice of the CP-X265, which offers an RJ-45 connection to a fixed network, or the CP-X268 which offers a wireless connection.

The CPR-X61 replaces the CPR-X60 projector. A highly compact and affordable projector, it delivers 1500 ANSI Lumens with XGA performance, optical zoom and excellent connectivity. Delivering 1600 ANSI Lumens, the new CPR-S56 is a feature-rich entry-level SVGA projector that includes a USB connection and added connectivity over its predecessor, the CPR-S55.

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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>

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. (TSE: 6501 / NYSE:HIT), headquartered in Tokyo, Japan, is a leading global electronics company, with approximately 347,000 employees worldwide. Fiscal 2004 (ended

March 31, 2005) consolidated sales totaled 9,027 billion yen (\$84.3billion). 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 Web site at <http://www.hitachi.com>.