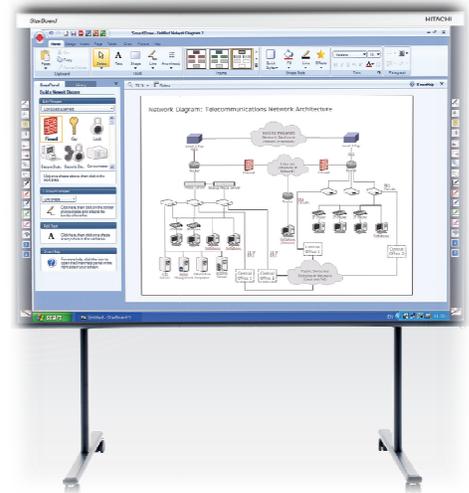


# MEDIA RELEASE

## SmartDraw 2009® software available at no extra cost with Hitachi's Starboard FX-Duo series

SYDNEY, AUSTRALIA – 15<sup>th</sup> September, 2009 – Hitachi Australia today announced that from September 1<sup>st</sup>, corporate clients will be given a free copy of the SmartDraw 2009 software worth \$269 with every Hitachi Starboard FX-DUO Interactive Whiteboard purchased\*.

SmartDraw is an easy-to-use desktop visual communications solution that allows companies of all sizes to achieve greater productivity gains and increased return on investment through improved communication between all employees. Because people are six times more likely to retain and understand information presented to them visually, SmartDraw helps businesses increase their bottom line by improving communication, refining operations, completing projects on time, and successfully implementing their plans.



This software is invaluable for the millions of businesses that install the software each year, looking for a way to effectively communicate their ideas and thoughts visually through professional-quality charts, diagrams and graphics. Whether it's a flowchart to explain a business process, a Gantt chart to show a project schedule or an organizational chart, SmartDraw is unique because it draws more than 70 different types of visuals for you, including timelines, maps, charts, decision trees and floor plans, resulting in presentation-quality visuals in just minutes.

“SmartDraw 2009 software assists businesses in making their presentations and reports look as professional as they can be,” said Bill Christoforou, Product Manager, Hitachi Digital Presentation Solutions.” We’re very pleased to be offering the software to our Starboard FX-DUO Interactive Whiteboard corporate customers at no extra cost. The combination of the two products brings out the best in both.”

SmartDraw works seamlessly as a Microsoft Office add-on, allowing one-click export to MS PowerPoint®, Word®, Excel®, Adobe PDF®, and other applications. As a result, presentations are made more compelling and memorable through the combination of the visual communication achieved with the software and the interactivity of the Hitachi FX-Duo series whiteboards.

Andrew Lock, Managing Director of Dataworks, which distributes the SmartDraw 2009 software in Australia and New Zealand, highlights the everyday usability of the software and its ability to improve business efficiency. “This is a solution for better teamwork. Just like a computer running word processing or spreadsheeting software, a Starboard running

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SmartDraw 2009 has become an essential part of our day-to-day business toolkit. It enables people to work together more effectively – to communicate visually and collaborate visually to achieve better results, faster.”

Ideal for interactive presentations and demonstrations, the Hitachi FX-Duo Interactive Whiteboards allow multiple people to touch and interact with the screen at the same time, facilitating teamwork between business presenters and their audience. Hitachi’s range of FX-DUO Interactive Whiteboards is available in three sizes ranging from the smaller 63”, original 77” version to a larger widescreen 88” interactive whiteboard which all feature hard, durable surfaces.

The recommended retail prices for each of the Hitachi FX-Duo Interactive Whiteboards are:

FX-DUO63: \$3,299 incl. GST

FX-DUO77: \$3,449 incl. GST

FX-DUO88: \$4,990 incl. GST

\*Terms and Conditions apply

\*\*Available while stocks last

## **About Hitachi**

Hitachi was founded in 1910 and has Head Quarters and Major Subsidiaries in America, Asia, Europe, Japan and Oceania. For over 30 years, the Hitachi Group Companies have provided Australian industry with award winning products and services in the areas of Air conditioning systems, Automotive components, Technology, products and services for energy generation, construction, mining and transport, Multi-media and computer technology and Semiconductors and devices for Australian manufacturers of electronic products. Hitachi has a unique position in the marketplace by manufacturing and developing its own core technologies to provide consumers and businesses with optimal product performance in each of Hitachi’s product categories.

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