



## **Hitachi Australia appoints Pulse Communications as new PR agency**

October 2008

Pulse Communications, part of Ogilvy PR Worldwide, has been appointed to manage the public relations for Hitachi Australia's Digital Presentation Solutions Division. Beginning immediately, the agency will undertake PR to celebrate Hitachi's 25 years in Australia and to support Hitachi's Digital Presentation Solutions product portfolio.

Pulse Communications will work with Hitachi to re-establish the brand in Australia and raise awareness of the benefits of their projector and Interactive Whiteboard product range as well as strengthen the company's profile in the commercial sector.

Dipak Kumar, General Manager, Digital Presentation Solutions, said the appointment of Pulse is part of a bigger strategy to grow and strengthen the Hitachi brand in Australia.

"We are very excited to welcome Pulse on board and are looking forward to a future of growth and development in Australia through the ongoing and successful partnership with our Pro AV channel but specifically through strategic expansion into the IT & SMB space. Pulse completely understands the direction Hitachi is heading and the audience we are targeting. We are confident that with the team's creative and strategic direction, we can increase awareness of the products and solutions we offer."

Samantha Allen, Managing Director, Pulse Communications adds: "We're especially delighted to be working with Hitachi Australia. We're looking forward to re-connecting Australians to the brand and sharing the Hitachi success story with business and channel media."

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## **Notes to editors:**

### **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.

### **About Digital Presentation Solutions Division**

The Digital Presentation Solutions Division includes a range of data projectors and Interactive Whiteboards. With Ultra Short Throw technology on selected models, the new generation of projectors offer unparalleled clarity and brightness, coupled with industry leading practicality, portability and ease of use. All data projectors come with 3 years warranty. Hitachi's StarBoard line includes a range of hardware configurations to fit all presentation, education and communication budgets and room environments. Every FX-Series board includes the most advanced presentation software available – the Starboard suite of software. All Hitachi interactive whiteboards come with 5 years warranty.

### **About Pulse Communications**

Pulse Communications is a new breed of PR agency for consumer brands. We're passionate about making brands relevant. At Pulse, we've got the whole range of consumer communications disciplines covered. Our single-minded approach to public relations campaigns is to produce WOW results! We're driven by our passion for insights, ideas and results. Pulse Communications is part Ogilvy Public Relations Worldwide.

### **About Ogilvy Public Relations Worldwide**

Ogilvy Public Relations Worldwide is the leading specialist public relations and public affairs communication firm in Australia. Our specialist public relations firm comprises client-driven and entrepreneurial companies, headed by the leading experts, in key practice areas. The depth of specialist capabilities within our firm is unmatched in the Australian public relations industry. Each firm is narrow in its focus and deep in its specialisation. This unique structure ensures clients have access to true specialist knowledge and proven capabilities in the areas of PR most relevant to their priorities and business needs. Each specialist capability in our firm can be engaged individually, or in combinations, depending on a client's specific needs.

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