

Hitachi Australia becomes a 'Powerhouse' in learning technology

SYDNEY, AUSTRALIA – April 06, 2009 – Hitachi Australia today announces its partnership with the Powerhouse Museum in Sydney, installing four Hitachi Starboard FX DUO-77 interactive whiteboards and CP-A100 ultra-short throw projectors in the Museum's digital media workshops.

The Powerhouse Museum is utilising the cutting edge technology to help facilitate creative learning during interactive sessions with student groups when developing sound, video and image projects.

The CP-A100, when used in partnership with an interactive whiteboard, allows images to be projected onto the board without obstructions which in turn reduces shadowing from interfering with the projected image. Ideal for educational learning through group work and games, Hitachi's FX-DUO 77 interactive whiteboard allows groups of users to interact with the whiteboard, facilitating teamwork between the students and their teachers.

When deciding which products to install to upgrade their workshops, the Powerhouse was looking for innovative, state-of-the-art technology. The upgrade provides a more flexible, student centred learning space in which collaboration and experimentation are at the heart of the learning experience.

"The Powerhouse Museum is one of Australia's most popular museums and is at the leading edge of technology and design," said Dipak Kumar, general manager, digital presentation solutions, Hitachi Australia. "We are proud to have our technology installed in the workshops and thrilled to see students creatively learning at the Powerhouse Museum with the help of Hitachi interactive whiteboards and projectors."

Commenting on how the technologies are being used by students, Peter Mahony, digital media workshops manager, at the Powerhouse Museum said, "The Hitachi technologies allow us to place learners at the centre of the learning process by creating a more collaborative and hands-on experience for our diverse range of visitors. Our new courses and programs are designed to take advantage of the greater opportunity for collaboration, exploration and interaction the new technology allows."

A detailed case study is available upon request.

For further information on Hitachi's range of products visit: <http://www.hitachi.com.au/>

For further information on the Powerhouse Museum visit: <http://www.powerhousemuseum.com/>

MEDIA RELEASE



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Notes to Editor

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.