

Hitachi's CP-D10 offers a new level of affordability for short throw projectors

SYDNEY, AUSTRALIA – October 19, 2009 – Flowing on from the success of its popular ultra short throw series, Hitachi Australia today announced the launch of the CP-D10 short throw projector. It is the first product from the brand new Hitachi short throw projector range that will offer users premium quality at affordable prices.

The CP-D10 is the first of two short throw models to bolster the already extensive Hitachi LCD Projector lineup. The new CP-D10 will give users the flexibility and convenience of presenting from the front of the room, with little to no shadowing and greatly-reduced presenter eye glare. The CP-D10 projector uses a new free-shaped plastic lens that allows it to achieve a short throw distance of only 93cm for a very sizeable 80" screen. As a result, lessons and presentations can be made in limited spaces without the audience being distracted by constant presenter shadowing. The teacher or presenter also greatly benefits from no longer standing in the direct path of the light from projector to screen and therefore avoids eye glare as they try to engage with their students or audience.

The CP-D10 features a brightness of 2,000 ANSI lumens, a 400:1 contrast ratio and XGA resolution. Ambient sound is kept to a minimum through the projector's new fan design, achieving a low noise of 28dB in ECO mode.

Bill Christoforou, product manager, Digital Presentations Solutions Division said, "We're very excited to introduce the brand new CP-D10 into our range. This model promises to make the advantages of short throw technology even more accessible for both education and business customers.

"Short throw projectors are ideal in smaller rooms where space is limited but a large screen size is required. In addition, they're the perfect companion to any Interactive Whiteboard, minimising shadowing and presenter eye glare. The Hitachi CP-D10 is a great projector for those who are looking for a reasonably-priced option for presentations and lessons in any situation.

"The Hitachi short throw projector range confirms our commitment to providing the industry with the most advanced technology to improve efficiencies within learning spaces. We have invested a lot of research and development into our Hitachi short throw projectors so users can benefit from its superior design and capabilities at a fair price."

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The Hybrid Filter included in the CP-D10 means that maintenance and cleaning sessions are extended from every 400 hours to 4,000 hours, making longer operation possible. Along with the ease of maintenance, the Hitachi CP-D10 benefits from various security functions including a PIN lock and a security bar that allows safety chains to be securely and easily attached. The added MyScreen function also increases security by identifying the owner of the projector by displaying an unchangeable, personalised screen at startup. Furthermore, the CP-D10 features a Transition Detector, requiring a password to operate the projector when it is moved from a fixed position.

The Hitachi CP-D10 is available for \$2145 RRP.

For further information visit: <http://www.hitachi.com.au/>

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. 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.

For enquiries please contact:

Steve Munachen 0404 014 930 or steve@pulsecom.com.au

Emily Birks 02 8281 3216 or emily@pulsecom.com.au