

FOR IMMEDIATE RELEASE

## Hitachi announces two new lightweight additions to its projector range

SYDNEY, AUSTRALIA – 24<sup>th</sup> May, 2010 – Hitachi Australia today announced the addition of the CP-X2520 and CP-X3020 LCD projectors to its lineup. Packed full of features these lightweight projectors weigh only 2.2Kg making them ideal for transportation to external meetings, or for sharing from room-to-room within both corporate and education environments.

Each projector features specifications designed to meet the needs of different applications:

Model name	Suggested use	Brightness	Contrast ratio
CP-X2520	Small classroom/ meeting room	2,700 Lumens	500:1
CP-X3020	Medium classroom/ meeting room	3,200 Lumens	500:1

Bill Christoforou, product manager, Digital Presentations Solutions Division said, “Given the current economic climate, Hitachi has never been more focused on ensuring its products deliver value and the lowest total cost of ownership possible. The Hitachi CP-X2520 and CP3020 LCD projectors are not only well priced for their specifications and feature set but are also designed with the aim of reducing the total cost of ownership thanks to low maintenance features such as the Hybrid filter and ample security features including transition detector and lock bar.

Further to this, the projectors feature ample brightness and versatile connectivity options that make them ideal for portability but also suitable for installation in small to medium sized meeting or classrooms. Other features such as audio pass through ensure that installed output can be routed to external speakers even in standby mode,” continued Chistoforou.

A key feature of these new units is their low power consumption in standby mode which is less than 0.5 Watts. This is not only beneficial from an environmental standpoint but also saves the organisation money in the long run by reducing the total running costs of the projector.

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Further enhancing the usability of the projectors is the Front Air Exhaust which allows warm air to be exhausted from the front of the projector and the BLANK button feature that allows users to switch instantly to a blank screen for a moment.

The projectors also feature a series of modes which work to maximise image quality, taking into account different surfaces the images is projected on and the time of day. For instance, the daytime mode uses image correction technology to counter the effects of light, ensuring clear, vivid images.

### **Inquiries**

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### **Hitachi Oceania Website**

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### **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 Oceania industry with award winning products and services in the areas of automotive components, products and services for energy generation, construction, mining and transport, multi-media and computer technology as well as 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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