

## 4,000 reasons to install Hitachi's CP-X4020

*The affordable CP-X4020 offers a brightness of 4,000 Lumens and a new 4,000-hour hybrid filter*

SYDNEY, AUSTRALIA –December 07, 2009 – Committed to offering projectors for every need and environment, Hitachi Australia today announced the launch of the CP-X4020 3LCD projector, available for a recommended retail price of \$2,595.



The cost-effective CP-X4020 features a high brightness output of 4,000 ANSI lumens projecting clear and bright images in large meeting rooms, lecture halls or auditoriums. While it's perfect for ceiling mounting the projector is also portable, weighing only 4.2 kilograms, meaning it is also suitable for tabletop use. Hitachi Australia's latest addition to its projector range also comes with native XGA (1,024 x 768) resolution, a high contrast ratio of 2000:1 and 16 Watts of built-in audio that eliminates the need for external speakers.

With a new Hybrid Filter the CP-X4020 provides a lower total cost of ownership requiring less frequent maintenance schedules, with filter maintenance frequency being improved from every 100 hours to every 4,000 hours. This is particularly useful when the projectors are ceiling mounted in large rooms as it often hard to access the projectors in these spaces.

Bill Christoforou, product manager, Digital Presentations Solutions Division said, "When installing projectors into medium to large venues it is imperative that the best solution for the space is used to ensure quality image projection. The Hitachi CP-X4020 provides high performance and ease of use for a variety of applications. In addition to its affordable price point, the CP-X4020 provides easy maintenance as it doesn't need to be regularly accessed for maintenance purposes, providing users with a very low total cost of ownership."

The CP-X4020 projector offers numerous advanced features proprietary to Hitachi projectors, such as MyMemory, MyText, MySource and MyButton functions. The CP-X4020 also offers blackboard/whiteboard mode and daytime mode, as well as closed captioning and input source naming, allowing users to rename input sources to fit their needs.

In addition, the CP-X4020 features a Transition Detector, requiring a password to operate the projector when it is moved from a fixed position. The CP-X4020 also offers PIN Lock and MyScreen functions, along with a security bar that enables the use of a heavy chain to prevent theft.

# MEDIA RELEASE

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The Hitachi CP-X4020 is available for \$2,595 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.

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