

MEDIA RELEASE



Corporate Express to sell Hitachi StarBoard and LCD Projectors

SYDNEY, AUSTRALIA – January 16, 2009 – Hitachi Australia’s Digital Presentations Solutions group today announced a trading partnership with one of Australia’s leading suppliers of business essentials, Corporate Express Australia Limited. Commencing this week, Corporate Express will resell a number of Hitachi Digital Presentation Solutions products to education, SMB and large enterprise customers.

Corporate Express will actively promote and sell both the Hitachi FX-DUO 77 Starboard and a selected range of Hitachi LCD projectors including the ultra portable models, CPX1, CPX4 and CPX5 and portable models like CPX301. Also available through Corporate Express will be the CPA100 Ultra Short Throw projector ideal for both education and business use.

“Corporate Express is a great addition to our sales channel,” said Dipak Kumar, General Manager, Digital Presentation Solutions. “Their IT sales division has gained significant penetration with small to medium businesses as well as in education markets. We’re looking forward to working closely with Corporate Express to make Hitachi Digital Presentation Solutions the first choice for all of their customers Australia wide.”

“We’re very pleased to add Hitachi products to our line-up”, said Daniel Stuckey, Corporate Express, SMB/SME Sales Manager, IT solutions. “As one of the world’s leading projection and interactive whiteboard technology companies they add strength to Corporate Express’ already impressive catalogue of in-house presentation solutions.”

The FX-Duo 77 StarBoard

The new FX-Duo 77 StarBoard is a dual touch interactive whiteboard which can be operated with either an electronic pen or by the simple touch of a finger. Its hard surface makes it just about unbreakable and its dual CMOS digitizer means it can accommodate up to 2 users simultaneously. This makes it perfect for training, presentations, group work, educational learning and games. The FX-Duo 77 StarBoard also boasts a low-reflection screen for glare reduction, dual-hand operation which allows for gesture control and manipulation of images and other objects. Ideas and alterations to designs, draft documentation, sketches, pictures or video clips can be changed during a meeting and alterations saved immediately for distribution. In addition the StarBoard comes with an electronic

MEDIA RELEASE



pen and the StarBoard Software which makes the product incredibly easy and intuitive to use. Finally, but most importantly, the board can even be linked in real time, so that participants in different locations can participate in a virtual meeting.

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

Abbie Sinclair 02 8281 3862 or abbie@pulsecom.com.au