

## Hitachi Australia expands its range of innovative ultra short throw LCD projectors

SYDNEY, AUSTRALIA – April 06, 2009 – Hitachi Australia today announced the addition of two ultra short throw LCD projectors to its digital presentation solutions line up. Joining the CP-A100, is the CP-A52 and the ED-A111, both of which combine new levels of versatility with the best of Hitachi's technological advances.

Both projectors feature ultra short throw distances, able to produce a 1.5 metre image when the projector is mounted only 9.6 centimetres from the projection surface. This all but eliminates the problem of shadowing the projected image from presenters standing in front of the screen. In addition to reducing obstructions to the image, presenters aren't distracted by light in their face which allows them to better connect with their audience, making ultra short throw the perfect choice for frequent users such as teachers.

The three models that now make up the Hitachi Australia' family of ultra short throw projectors have been designed to fit different business needs. The ED-A111 is a cost effective dedicated education model designed to transform the way teachers communicate to students through advanced picture quality and usability. The orange colour of the ED-A111 acts as a theft deterrent, as the bright colour helps identify a stolen unit were it to be used anywhere outside of an education institution.

Ideal for large institutions the CP-A100 offers higher brightness, 2,500 ANSI lumens, for brighter image projection. It also features advanced networking control so users can monitor multiple projectors from a single computer. Built specifically to minimise total cost of ownership, the CP-A52 is the more cost effective and lower maintenance option, featuring a hybrid filter that lasts up to 2,000 hours.

"The latest additions to Hitachi Australia's family of LCD ultra short throw projectors facilitate creative lecturing to help captivate audiences," said Bill Christoforou, Product Manager, Digital Presentations Solutions Division, Hitachi Australia. "The CP-A100 projector has already experienced great success winning awards worldwide for both innovation and design. So, by adding the CP-A52 and ED-A111 to Hitachi's Australia line-up of ultra short throw projectors we are giving people more options and the opportunity to choose the unit best suited to their needs and budget."

# MEDIA RELEASE



The CP-A52 and ED-A111 both feature 2,000 ANSI lumens making them ideal for image and content-rich presentations in any medium size venue. The projectors can be either wall or ceiling mounted or even sit below the screen. As a result, they can be utilised in a multitude of situations, with images able to be projected onto interactive whiteboards, walls and store windows to give effective presentations. The CP-A100 includes the added feature of desktop projection meaning users can project vertically onto tabletop or even flooring.

Various modes are offered in all the projectors to adapt the viewing quality to different situations. Whether in rooms with bright sunlight or without a screen, the Whiteboard/Blackboard and Daytime modes ensure clear, vivid images. Designed to specifically meet the demands of presentations in class and lecture environments, this range of projectors has low fan noise, emitting only 28dB of sound, so viewers can concentrate on the images without being distracted.

The new additions to the range of Hitachi ultra short throw projectors come equipped with the latest in security technology. The projectors feature a PIN Lock, called My Screen PIN Lock, which allows only authorised use of the projectors. My Screen PIN Lock secures an image on the start up screen, such as business logos or school emblems, making it clear who owns the projector. A lock bar is also included that makes it possible to physically secure the unit helping to prevent unauthorized movement and theft.

For further information on the new range of products visit: <http://www.hitachi.com.au/>

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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.