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Get Ahead of the Madness with Hitachi's New 5000-Lumen Laser Projector

CHULA VISTA, California, March 8, 2018 – Spring is an exciting time of the year for college basketball fans, and an extremely hectic time for sports bars. While bar owners are gearing up for two weeks of high-traffic business, ordering and storing extra dining ingredients and scheduling employees for longer hours, the last thing they need to worry about is their AV setup. Because the games take place from morning until night, some sports bar owners may find that their TVs have a glare from the sun during the day, or don't have an ideal set up for high-traffic times. Hitachi's new CP-WU6500 5,000-lumen laser projector is a great choice for sports bar facilities to get ahead of the madness this season.

During the annual two-week tournament, college basketball fans around the country flock to their local sports bars to watch their team battle it out, predict the biggest upsets of the tournament and enjoy the nonstop action. With brackets in hand, college basketball fans are the first to know that anything is possible, including TVs shutting down during a final buzzer shot.

With a high-brightness display for daylight hours that doesn't become overpowering as the sun goes down, and with 20,000 hours of maintenance-free use, Hitachi high-lumen laser projectors are perfect for demanding sports bar environments.

"The spring tournament is different than a lot of the other tournaments, playoffs or big sporting events because the games run all day, and the tournament lasts for two weeks," says Mike Morin, Manager, Strategic Sales Development, Hitachi America, Ltd. "Sports bar owners spend a lot of time prepping, and we worked to design a projector that can support their needs whether it be during one big sporting event, or a two-week tournament. With the deeper, richer color features, and high-brightness low-maintenance benefits we want our customers to focus on all of the other aspects of sporting events, and leave the AV needs to us."

The LP-WU6500 laser projector is equipped with a built-in lens with a lot of flexibility for installation, HD resolution, 4 digital inputs and is suitable for long life usage with an expected 20,000 hours of maintenance-free operation.

With Hitachi high-lumen laser projectors, sports bar operators can spend the tournament time focused on their patrons and enjoying the games, without having to worry about the reliability and image quality of their AV system.

About Hitachi America, Ltd.

Hitachi America, Ltd. headquartered in Tarrytown, New York, a subsidiary of Hitachi, Ltd., and its subsidiary companies offer a broad range of electronics, power and industrial equipment and services, particle beam therapy technologies, automotive products and consumer electronics with operations throughout the Americas. For more information, visit <http://www.hitachi.com>

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About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges. The company's consolidated revenues for fiscal 2015 (ended March 31, 2016) totaled 10,034.3 billion yen (\$88.8 billion). The Hitachi Group is a global leader in the Social Innovation Business, and it has approximately 335,000 employees worldwide. Through collaborative creation, Hitachi is providing solutions to customers in a broad range of sectors, including Power / Energy, Industry / Distribution / Water, Urban Development, and Finance / Government & Public / Healthcare. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com/>.

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