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**Hitachi Introduces Four Ultra-Short-Throw LCD Projectors with Improved Image Quality and User-Friendly Operation**

-- The New Hitachi Projectors Offer High Brightness and Deliver Large, High-Quality Images in Small Spaces --

ORLANDO, Florida, June 17, 2015 – Hitachi America Ltd., Digital Media Division, Business Solutions Group today announced the introduction of its CP-AX2505, CP-AX3505, CP-AW2505 and CP-AW3005 LCD projectors, an ultra-short-throw design that features an improved 10,000:1 contrast ratio for more vivid and realistic image quality, improved lamp life and an ultra-short-throw design that delivers large high-quality images in small spaces and many additional performance and convenience features.

These flexible, cost-effective 3LCD projectors meet the needs of a wide variety of educational, business and commercial applications. The ultra-short-throw lens enables projection of images up to 100 inches diagonal and the space-friendly design lets it fit easily onto a tabletop. It can also be wall-mounted using a variety of available mounting hardware.

The CP-AX2505 and CP-AX3505 offer XGA1024 x 768 resolution and 2,700 and 3,600 ANSI lumens brightness respectively. CP-AW2505 and CP-AW3005 offer WXGA 1280 x 800 resolution along with 2,700 and 3,300 ANSI lumens brightness respectively for vivid images in the widest variety of viewing environments. All have an improved lamp life with up to 10,000 hours (Eco-2 mode) for the 2,700 lumens models and up to 6,000 hours (Eco-2 mode) for the over 3,300 lumens models. Additionally, all have an improved 10,000:1 contrast ratio, twice the contrast of the previously available model. These new models include a host of exclusive Hitachi image technologies for exceptional picture quality. Its High Dynamic Contrast Range (HDCR) setting yields clear images even in bright rooms, and the projector's Accentualizer feature makes images look more realistic by enhancing sharpness, shadow detail and other picture qualities. Perfect Fit 2 enables the user to adjust the individual corners and sides of the images independent of one another and provides vertical and horizontal digital correction of both barrel and pin cushion distortions.

These models can display content from either a wired or wireless connection (using an optional available wireless adapter) using a computer, USB stick or A/V source. The PC-Less Presentation feature enables content to be displayed directly from a USB stick or other storage device without the need to connect a computer. In addition, Hitachi's Projector Quick Connection app offers full projector control to display photos, document files and websites from iPad®, iPhone® and Android™ mobile devices.

The projectors provide numerous audio and video connections including two HDMI inputs, a computer video in and computer video in/monitor out port, USB Type A and USB Type B ports, a composite video input and audio inputs and outputs. The projectors can be connected to a local area network (LAN) via its RJ-45 port, which enables it to be remotely controlled via LAN, and also includes a microphone input and an RS-232C control port.

These Ultra Short Throw projectors also offer a host of additional useful features such as a Template function that makes writing on a whiteboard much easier, built-in speakers with a 16-watt audio output, an Input Source Naming function for easy identification of sources that are connected to the projector and more. Its optional available tabletop stand allows the projector to project images directly onto a tabletop, making it ideal for small-group presentations or in rooms with limited space.

Designed to maximize energy and cost-savings, the ImageCare technology and Intelligent Eco and Saver modes automatically control the brightness and energy usage of the lamp according to the brightness level of the screen and other factors, and provide approximately 10,000 hours lamp life for the 2,700 lumen models in Eco-2 mode and 6,000 hours of lamp life for the other two models in Eco mode.

The new models are compatible with the Crestron® Integrated Partner program and the AMX® Device Discovery protocol, to facilitate use in A/V systems using Crestron or AMX control.

For more information on Hitachi projectors, visit [www.hitachi-america.us/projectors](http://www.hitachi-america.us/projectors)

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#### **About Hitachi, Ltd.**

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges with our talented team and proven experience in global

markets. The company's consolidated revenues for fiscal 2014 (ended March 31, 2015) totaled 9,761 billion yen (\$81.3 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes power & infrastructure systems, information & telecommunication systems, construction machinery, high functional materials & components, automotive systems, healthcare and others. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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