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Hitachi To Preview Its First-Ever LED Projector at InfoComm 2015

-- New High Lumen Density LED Engine Technology
Yields Dramatically Improved Image Quality --

ORLANDO, Florida, June 15, 2015 – At InfoComm 2015 Hitachi America, Ltd., Digital Media Division, Business Solutions Group will preview its first-ever LED projector. The new projector employs Hitachi’s newly developed LED optics platform featuring an exclusive crystal-based engine with HLD* - High Lumen Density technology to achieve more than 3,000 lumens brightness and, more importantly, approximately 20,000 hours of expected operating hours without any lamp exchange as well as a significant leap forward in image quality.

The company positions its LED platform as the core solutions of SSL for sub 5,000 lumens categories and plans to rollout multiple models with the LED optics platform to capture the growing demands for low total cost of ownership beginning in Q1/2016. The company believes LED is a more suitable choice of Solid State Lighting technology because LED is a more common and reliable technology to be used in daily life.

“In creating our first LED projector our goal was to produce something truly different – and better – than previously existing LED technology,” said Mike Morin, Strategic Sales Development Manager. “The projector that will be on exhibit at InfoComm 2015 delivers improved image quality that is readily apparent, from a reliable, cost-effective configuration that’s adaptable to a great variety of business, commercial and educational applications.”

At the core of the projector is Hitachi’s newly developed crystal-based engine with HLD - High Lumen Density technology. HLD utilizes blue LEDs that illuminate into a crystal rod, where the blue light is changed to green and discharged from the rod. This light source operates in tandem with a high-brightness red LED and a high-brightness blue LED with Hitachi original high efficient illumination optical system to achieve over 3,000 lumens brightness and a 20,000:1 contrast ratio.

Because of the purity and intensity of the green light from the crystal rod, the RGB color space is significantly larger especially in the blue and green regions, resulting in far more accurate and lifelike color reproduction. In addition, thanks to the rapid refresh rate of the HLD design (about ten times faster than the refresh rate of lamp based technology), the convergence of the three LEDs is much better than previous designs, yielding exceptional image sharpness and clarity.

The projector will offer a full complement of connectivity options and convenience features.

For more information on Hitachi projectors, visit www.hitachi-america.us/projectors

*HLD (High Lumen Density) is property of Philips's.

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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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