



FOR IMMEDIATE RELEASE

Contacts:

Ian MacDonald

Brand Definition

(212) 660-2555 x14

ian@brand-definition.com

Jennifer Santoyo

Hitachi America, Ltd.

(619) 591-5414

Jennifer.Santoyo@Hal.Hitachi.com

Hitachi Introduces First Solid-State DLP® Laser Projector

Hitachi's Premier Laser Projector Saves Time and Money with 20,000 Hours Maintenance Free Operation

CHULA VISTA, California, April 27, 2016 – Hitachi America, Ltd., Digital Media Division introduced the [LP-WU9750B](#) model, the first ever solid-state laser projector from Hitachi. The new laser diode light source offers approximately 20,000 hours of operation time and is maintenance free; there is no lamp or filter to replace providing a dramatic reduction in the total cost of ownership.

Utilizing DLP technology with WUXGA 1920x1200 resolution, the LP-WU9750B can provide 24/7 use for digital signage applications and is a perfect choice for heavy use in large auditoriums, conference rooms, museums and concert or stage productions. Plus, 8,000 ANSI lumens light output and 20,000:1 contrast ratio results in a super bright display with outstanding image clarity and uniformity. The engine is protected with an air-tight, dust-resistant seal that minimizes the number of dust particles that enter the engine that could eventually lead to decreased brightness. This design gives the projector resistance against the effects of dust and allows the projector to be used in a large variety of environments.

“We know we’re not the first to market with new laser technology, and we’re ok with that. We strive for the highest quality products with dynamic features and this is what our customers can expect from Hitachi products, the new laser projector is no exception.” said Mike Morin, Strategic Sales Development Manager, Hitachi America, Ltd.

This model also comes with five digital inputs including HDBaseT, two HDMI, DVI-D and 3G SDI. Seven optional lenses are available; compatible with Hitachi's 9000 series allowing for projection distance ranging from 33-749 inches, some installations may vary.

The LP-WU9750B is 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. The model also supports web control and PJLink. The LP-WU9750B is backed with a generous warranty and Hitachi's world class service and support programs.

Additionally, the LP-WU9750B is eligible for the Hitachi OneVision program, a program that is considered one of the best Higher Education programs in the market. OneVision provides educators with specialized pricing, program rewards, enhanced service, and direct access to Hitachi experts. For more information on the OneVision program and eligible products visit www.hitachi-america.us/OneVision.

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

[Follow Hitachi on Facebook](#)

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 www.hitachi-america.us. For information on other Hitachi Group companies in the United States, please visit www.hitachi.us.

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>.

###