

Contacts:

Ian MacDonald  
Brand Definition  
(212) 660-2555 x14  
[ian@brand-definition.com](mailto:ian@brand-definition.com)

Jennifer Santoyo  
Hitachi America, Ltd.  
(619) 591-5414  
[jennifer.santoyo@hal.hitachi.com](mailto:jennifer.santoyo@hal.hitachi.com)

## **Hitachi Introduces Their First 3,500 Lumen LED Projector**

**CHULA VISTA, California**, March 14, 2017 – Hitachi America, Ltd. Digital Media Division introduced the LP-WU3500, 3,500 lumen LED projector. In addition to superior brightness and clarity, the LP-WU3500 offers low total cost and low-maintenance ownership, with an expected 20,000 hours of life. The new LP-WU3500 projector comes with a host of features and an exceptional five-year or 20,000 hours limited warranty, for a long life of worry-free operation.

“Hitachi’s LED technology allows the projector to have a much longer life than traditional lamp-based projectors. Additionally, with no lamp or filter to replace LED projectors are a reliable and cost-effective choice with a lower total cost of ownership,” says Mike Morin, Manager, Strategic Sales Development, Hitachi America Ltd. “With more lumens and better picture and color quality, our customers are able to use the LP-WU3500 for more applications than ever before.”

The High Lumen Density (HLD) technology works by channeling blue LED light through a phosphor rod, where it is discharged as bright green light. Working in tandem with high brightness red and blue LED lights, it achieves maximum brightness and a 30,000:1 contrast ratio. LED technology delivers enhanced image quality with a wider color gamut which results in brilliant picture quality with crisp, clear, bright colors.

The LP-WU3500 operates at a much lower noise level than other projectors, making it ideal for presentations and environments such as classrooms, conference rooms, art galleries, museums and digital signage. The dust resistant structure applied to the optical engine reduces the effect of dust and particles in the air and enables the projector to be used in an array of environments without overheating and creating unnecessary noise.

Without the costs for replacement lamps, the LP-WU3500 projector is a great total cost of ownership investment.

The LP-WU3500 has WUXGA 1920 x 1200 resolution and is now available. Additionally, the LP-WX3500, a WXGA 1280 x 800 model will be available in March.

For more information and complete specifications on the LP-WU3500, please visit [www.hitachi-america.us/projectors](http://www.hitachi-america.us/projectors).

**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](http://www.hitachi-america.us). For information on other Hitachi Group companies in the United States, please visit [www.hitachi.us](http://www.hitachi.us).

**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>.

[Follow Hitachi on Facebook](#)

###