

Contacts:

Deej Savage
Brand Definition
(212) 660-2555 x26
Deej@brand-definition.com

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

Lamps and Laser: When, Where, Why?

CHULA VISTA, California, April 18, 2018 – The AV industry has never backed down from a format war, protocol battle, or competing technology race, but the choice between lamp or laser projectors is a simple one with limited overlapping applications. That is according to Mike Morin, Manager, Strategic Sales Development, Hitachi America, Ltd.

“When it comes to projectors, lamps and lasers each have their own space in the AV industry,” says Morin. “They’re truly designed for different types of installations and the features reflect those differences. It’s for this reason that Hitachi offers a comprehensive range of lamp-based and Solid State Light-source (SSL) projectors; allowing integrators to provide solutions that end-users both need and can afford.”

Solid State Light source optical engines are powered by lasers, rather than a bulb. Laser projectors have a typical life of 20,000 hours and require less maintenance, and therefore less maintenance costs. Laser projectors are ideal for installations where the projector will be running for a long period of time, like sports bars, auditoriums and for digital signage. SSL projectors are also ideal in installations where the projector must be mounted in a hard-to-reach place like in house of worship facilities and museums.

Technology has been improved over the years to offer better total cost of ownership for lamp based models with lower lamp replacement cost, new hybrid filters and longer lamp life. As such, lamp-based projectors are less expensive and may be optimal where the projector is getting occasional use and is easy to access for lamp and filter replacement; these installations include classrooms, conference rooms, and mobile house of worship facilities. Other installation features that are ideal for lamp-based projectors are installations in rooms that must remain lit while using the projector.

“Hitachi is committed to providing projection technologies that empower integrators and dealers to serve end-users in education, corporate, entertainment, retail, hospitality and worship,” says Morin. “That means delivering the most cutting edge, high-performing technologies alongside the most proven and affordable technologies. Integration partners and customers tell us that in today’s market, lamps complement rather than compete with laser, and we’re pleased to deliver the best of both.”

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

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Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society’s challenges. The company’s consolidated revenues for fiscal 2016 (ended March 31, 2017) totaled 9,162.2 billion yen (\$81.8 billion). The Hitachi Group is a global leader in the Social Innovation Business, and it has approximately 304,000 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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