

# News Release

## Hitachi innovation delivers interactivity to the Ultimate range

- **Ultimate interactivity:** Full interactive capability with pen control using a plain, flat surface
- **Ultimate usability:** Fast and precise response to user inputs and includes all the benefits of the Ultimate Short Throw models such as significantly easier installation and specially designed bundled wall mount
- **Ultimate design:** Advanced features, compact design and ultimate short throw distance offer a compelling package for commercial and education users
- **Ultimate sustainability:** Smaller, lighter packaging reduces environmental impact of distribution while lower energy consumption during operation and stand-by also reduces CO<sub>2</sub>

## Hitachi introduces the Ultimate Interactive LCD projector

### *Innovative new model brings integrated interactivity to the Ultimate Short Throw range*

February 2011 - Hitachi Digital Media Group announces the launch of a new LCD projector that delivers full interactive capability in combination with all of the benefits of the recently available Ultimate Short Throw series. The innovative iPJ-AW250NM integrates Hitachi Starboard software to deliver a complete interactive experience on any flat surface. With a rich feature set that meets the specific interactive needs of both corporate and education users, the compact iPJ-AW250NM, like the other models in the Ultimate range, is easy to install, easy on the environment and designed to deliver outstanding performance in any setting.

Although interactive solutions including standalone whiteboards and bundled boards and projectors have been available for some time, mass market adoption of interactivity in both classrooms and meeting rooms has so far been relatively limited. In recognising that the cost, complexity and other compromises of existing solutions was preventing many potential users from realising the productivity, collaboration and learning benefits of interactivity, particularly in a commercial setting, Hitachi identified the need for a different approach.

This fresh thinking has resulted in the new iPJ-AW250NM, part of the Ultimate family of LCD projectors that have been designed to deliver an optimum balance of usability and performance characteristics. In particular the new model can justifiably claim to be the fastest responding, easiest to install, smallest, lightest, and most unobtrusive interactive projector available. Around the world there are countless workplaces and learning environments that can now open up a new world of possibility in terms of content and audience engagement and participation.

Crucially, the new iPJ-AW250NM integrates a number of proven, existing technologies to create a new, simple and innovative solution that delivers all of the benefits without the need for complex and expensive dedicated equipment. As long as there is a flat surface available, even just a bare wall, the pen based interactive projector will perform effortlessly, rapidly and accurately, thanks to the advanced yet simple to operate solution.

The network ready iPJ-AW250NM incorporates a built-in sensor that uses infrared and ultrasonic waves together with the well established and fully functioning Hitachi Starboard software, which can be bundled in, or replaced with a customer's own interactive package. In combination with the outstanding, balanced performance of the Ultimate series that delivers the optimum in throw distance, image quality and easy installation, the iPJ-AW250NM offers commercial and education users full, comprehensive interactive capability in a small and simple integrated package.

"As the first Hitachi interactive LCD projector, the iPJ-AW250NM offers the market a real and innovative alternative to existing complex, bulky or compromised solutions. By embedding full interactive capability with all of the features of the new Ultimate Short Throw models, we are able to offer a high performance solution that works on any wall or with existing standard whiteboards," said Axel Kutschke, Senior Manager, Presentation Products for Hitachi Digital Media Group. "In bringing interactivity to existing meeting and classroom facilities to improve productivity and learning, Hitachi is demonstrating its continued commitment to innovation in meeting customer needs by combining class leading technologies to deliver simple, cost effective solutions."

In order to offer a real alternative, Hitachi engineers were tasked with combining not only cost effective integration and simplicity, but also market leading usability and sustainability in the new model. The unique wall mount makes precise setup and fine adjustments both quick and simple, which together with its small size means that a single engineer, using the easy set-up procedure, can quickly and correctly install and adjust the projector in six axes. An enhanced Hitachi Perfect Fit incorporating an eight point adjustment including all four corners and sides all but guarantees

faultless images. Once the iPJ-AW250NM is installed on the network, the latest Hitachi projector management software takes the strain out of managing multi-unit installations as well as providing usage reports to ease occasional maintenance scheduling.

The very compact size and low weight of the projector and bundled wall mount help to reduce environmental impact by cutting the carbon footprint during shipping and distribution. The projector also offers an Auto Eco Mode as well as a reduced power standby mode using only 0.3W which both help to ensure power usage is reduced to a minimum during the lifetime of the projector. But clever design means that despite the small form factor, cool airflow around the projector is optimised. In combination with long life parts such as a hybrid filter and lamp life of 5000hours, this means that scheduled maintenance requirements are minimised.

The iPJ-AW250NM will be available across Europe in April 2011.

Ends.

## **Notes to Editor**

### **About Hitachi Digital Media Group**

The Digital Media Group, which is part of Hitachi Europe Ltd, is responsible for pan-European sales and distribution of Hitachi's leading digital display and projection products.

With two key product areas, Hitachi Digital Media Group provides leading-edge digital solutions for the home and business environments. Key product groups are display solutions, which include High Definition Ready LCD TVs, and a range of business and education 3LCD projectors.

For further information please visit Hitachi Digital Media's website at <http://www.hitachidigitalmedia.com>

### **About Hitachi Europe Ltd.**

Hitachi Europe Ltd., is a wholly owned subsidiary of Hitachi, Ltd., Japan. Headquartered in Maidenhead, UK, it has operations in 11 countries across Europe, the Middle East and Africa and employs approximately 460 people.

Hitachi Europe comprises of nine business areas: air conditioning and refrigeration systems; digital media and consumer products; display products; industrial components and equipment; manufacturing systems; information systems; power and industrial systems; power devices and procurement and sourcing. Hitachi Europe also has three Research and Development laboratories and a Design Centre. For more information about the company, please visit <http://www.hitachi-eu>.

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

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2009 (ended March 31, 2010) consolidated revenues totalled 8,968 billion yen (\$96.4 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

### **For further information please contact:**

Tania Lee  
Marketing Manager  
Digital Media Group  
Hitachi Europe Limited  
Whitebrook Park  
Lower Cookham Road  
Maidenhead  
SL6 8YA

Tel: 0044 (0)1628 585093  
Fax: 0044 (0)1628 643413  
[Tania.lee@hitachi-eu.com](mailto:Tania.lee@hitachi-eu.com)

## HITACHI ULTIMATE INTERACTIVE SHORT THROW LCD PROJECTOR iPJ-AW250NM

### KEY FEATURES AND BENEFITS FACT SHEET

|                               |  |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
|-------------------------------|--|-------------|-----------------------------------|----------------------|-----------------------|----------|--|----------|--|-----------|--------------------|---------|---------------------------|-----|--|---------|----------------|
| <b>Interactive Innovation</b> | Full, single touch, any-surface interactive capability. Bundled Hitachi Starboard Soft Duo software. Interactive pen with batteries  |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| <b>Short Throw Innovation</b> | Virtually shadow-free Ultimate Short Throw distance performance. Electric mirror mechanism delivers 80" (2.02m) screen at 53cm from mirror to screen   |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| <b>Usability</b>              | Rapid, precise response to user inputs. MyScreen, My Memory, My Button, blackboard/whiteboard mode, Daytime Mode, input source naming and resolution setting   |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| <b>Easy set-up</b>            | Bundled HAS-K250 wall mount for easy and precise installation Perfect Fit 2.0 for 8 point fine adjustment for corners and edges of projected images  |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| <b>Performance</b>            | 2500 ANSI lumens (2000 in Eco mode), contrast ratio 2000:1   |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| <b>Image Quality</b>          | WXGA image at 1280 x 800 resolution from a 0.59" P-Si TFT 3LCD panel<br>Equalizing Gamma Correction, 2-3 pull down, Progressive Scan, Noise Reduction  |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| <b>Cost of Ownership</b>      | 5000 hour life lamp life and long life Hybrid Filter contribute to low maintenance costs and easy servicing<br><br>Auto Eco Mode   |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| <b>Stand by power</b>         | Less than 0.3 W  |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| <b>Management</b>             | Hitachi PJ-Man network enabled projector management software   |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| <b>Keystone – digital</b>     | Manual vertical and horizontal keystone correction   |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| <b>Security</b>               | Transition detector, security bar, Kensington lock, PIN-Lock, MyScreen lock and tamper proof label on side   |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| <b>Connectivity</b>           | <table> <tr> <td>Computer in</td> <td>2 x 15-pin Mini D-sub<br/>1 x HDMI</td> </tr> <tr> <td>Computer/Monitor out</td> <td>1 x 15-pin Mini D-sub</td> </tr> <tr> <td>Video in</td> <td>1 x component D-sub<br/>1 x RCA component<br/>1 x mini-DIN S-Video</td> </tr> <tr> <td>Audio in</td> <td>2 x stereo mini jack<br/>1 x RCA (L/R)<br/>1 x microphone jack</td> </tr> <tr> <td>Audio out</td> <td>1 x pair RCA (L/R)</td> </tr> <tr> <td>Control</td> <td>1 x 9-pin D-sub for RS232</td> </tr> <tr> <td>USB</td> <td>Type A for PC-less presentation<br/>Type B for mouse emulation port</td> </tr> <tr> <td>Network</td> <td>RJ-45 Ethernet</td> </tr> </table> | Computer in | 2 x 15-pin Mini D-sub<br>1 x HDMI | Computer/Monitor out | 1 x 15-pin Mini D-sub | Video in | 1 x component D-sub<br>1 x RCA component<br>1 x mini-DIN S-Video | Audio in | 2 x stereo mini jack<br>1 x RCA (L/R)<br>1 x microphone jack | Audio out | 1 x pair RCA (L/R) | Control | 1 x 9-pin D-sub for RS232 | USB | Type A for PC-less presentation<br>Type B for mouse emulation port | Network | RJ-45 Ethernet |
| Computer in                   | 2 x 15-pin Mini D-sub<br>1 x HDMI  |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| Computer/Monitor out          | 1 x 15-pin Mini D-sub  |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| Video in                      | 1 x component D-sub<br>1 x RCA component<br>1 x mini-DIN S-Video   |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| Audio in                      | 2 x stereo mini jack<br>1 x RCA (L/R)<br>1 x microphone jack   |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| Audio out                     | 1 x pair RCA (L/R)   |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| Control                       | 1 x 9-pin D-sub for RS232  |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| USB                           | Type A for PC-less presentation<br>Type B for mouse emulation port   |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| Network                       | RJ-45 Ethernet   |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| <b>Speaker</b>                | 10W  |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| <b>Noise</b>                  | 28dB in Eco mode   |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |
| <b>Dimensions/weight</b>      | 345mm (W) x 102mm (H) x 303mm (D)/4.1Kg  |             |                                   |                      |                       |          |  |          |  |           |                    |         |                           |     |  |         |                |