

**FOR IMMEDIATE RELEASE**

## **Hitachi's LCD projector awarded iF Gold Award of iF Design Award 2013**

**Tokyo, February 22, 2013** - Hitachi, Ltd. (TSE:6501, "Hitachi") and Hitachi Consumer Electronics Co., Ltd. ("Hitachi Consumer Electronics"), today announced that Hitachi Consumer Electronics' LCD projector "8000 series" has been selected for an iF Gold Award in the 2013 iF Design Awards sponsored by iF International Forum Design GmbH (Hannover, Germany).



LCD projector "8000 series"

The iF Design Award, consisting of several categories including the Product Design Award and Communication Design Award, is one of the most renowned international design awards, established in 1953 in Germany, the birthplace of modern design. A total of 4,352 entries from 51 countries and regions worldwide were accepted for all categories, and of the 1,410 products awarded, 75 were selected to receive the iF Gold Award.

The LCD projector "8000 series" is a high luminescence model which is able to project high definition images onto a big screen without turning down the lights in a large conference hall. Currently, there are seven models for the overseas market and five models for domestic use in Japan. The design layout of components was thoroughly reviewed to ensure easy maintenance as well as ease of installation through a slimmer more compact body with a height of 135mm. In the 5,000+ lumen class, the design is thinnest of its kind and blends easily into the environment. The "8000 series" allows the audience to concentrate on the high quality images being projected while providing the user with an easily installed, operated and easy maintenance projector.

To date, Hitachi products have been honored three times with the iF Gold Award: in 2006 for the Plasma TV "8000 series," in 2007 for the Enterprise

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Server EP8000 series, and this year. Hitachi LCD projectors have been recognized with the iF Product Design Award in the past; in 2008 for the Mirror Vision LCD Projector “ED-A100/CP-A100/CP-A100J” and in 2012 for the Ultra Short Throw LCD Projector “CP-A301N/CP-AW251N/CP-A221N” but it is the first time that a Hitachi LCD projector has been selected for an iF Gold Award.

This year, apart from the LCD Projector “8000 series,” the cyclonic vacuum cleaner “CV-SU” series of Hitachi Appliances, Inc. and the engine chain saw “CS 33EDTP” of Hitachi Koki Co., Ltd. were awarded with the 2013 iF Product Design Award.

**About Hitachi, Ltd.**

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 320,000 employees worldwide. Fiscal 2011 (ended March 31, 2012) consolidated revenues totaled 9,665 billion yen. Hitachi is focusing more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, industrial, transportation and urban development 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>.

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