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**HITACHI SOFTWARE DEBUTS THE
STARBOARD FX DUO MULTI-TOUCH INTERACTIVE WHITEBOARD**

-- The StarBoard FX 77 Duo allows up to two inputs for multi-touch hand gestures on a durable, electronic-free surface. --

SAN DIEGO, CALIFORNIA, www.hitachi.us, October 1, 2007 – Hitachi Software Engineering America, Ltd., a leader in technology innovation, has announced its dynamic new StarBoard FX Duo interactive whiteboard series that revolutionizes the education industry with new multi-touch interaction capabilities only possible with the unique combination of Hitachi Software's durable whiteboard design and cutting-edge software technology.

Taking interaction to a whole new level for educators and corporate presenters alike, the StarBoard FX Duo allows control using multi-touch hand gestures, as well as use of the presenter's finger, an electronic pen or any other object. "The ability to use two hands naturally creates a whole new interface for whiteboards and computers in the classroom," explained Akira Nagamori, director of business development, Hitachi Software. "A teacher can bring a static diagram of a plant cell to life by zooming into detailed areas – just by spreading his or her two fingers apart, marking it up with vibrant inks, and then linking it to a free flash simulation on the internet."

"Offering the ability to use either your finger or an electronic pen to operate the board, the StarBoard FX Duo expands a presenter's digital realm," added John Glad, product manager, Hitachi America, Ltd. "There are advantages to using both electronic pens and touch for interactive whiteboards, and our customers wanted the option to use both."

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Further demonstrating its uniquely interactive capability, the FX Duo can be operated by two users at the same time, allowing students to work together in the classroom or co-presenters to give even more dynamic presentations.

The 77-inch StarBoard FX 77 Duo interactive whiteboard uses a camera image sensor system with all electronics contained in a replaceable component covered under a five-year warranty. This provides an electronic-free surface for more durable use, as the board remains fully operational even with scratches or dents on the surface space. This is an especially useful feature in educational environments where unintentional damage or vandalism can occur.

With 24 customizable function buttons, the FX 77 Duo is highly adaptable to the specific needs of each user. This functional versatility combined with the complete StarBoard Software suite enables fast and simple creation of dynamic lesson plans and presentations. The whiteboard includes a StarBoard Software CD that offers remote learning capability to conference up to 50 StarBoards together, as well as 72 digital ink combinations for a visually stimulating presentation, a customizable toolbar, interactive tools, handwriting recognition, object management, video annotation and more.

For additional value, teachers can access the Hitachi Software's Online Open Educators' Resource Center, downloading state-aligned lesson plans, graphics and templates to aid in the creation of their own lessons.

About Hitachi

Hitachi America, Ltd., Ubiquitous Platform Systems Division, produces and markets a wide variety of digital products for business and consumers. The division's Consumer Group markets high-definition plasma televisions and monitors, LCD projection and flat panel HDTVs, LCD projectors, and DVD camcorders. The division's Business Group markets LCD projectors, professional plasma monitors, interactive panels and whiteboards and security and observation system products through value added resellers, system integrators, distributors and OEM.

Hitachi Software Engineering America, Ltd. develops advanced interactive communications tools for education, training and boardroom applications including interactive whiteboards, plasma displays and tablets all powered by the company's category-leading StarBoard software. For more information about Hitachi Software, visit www.hitachi-soft.com.

Hitachi has a unique position in the marketplace by manufacturing and developing its own core technologies to provide consumers and businesses with optimal product performance in each of Hitachi's product categories. For consumer products, please visit www.hitachi.us/tv. For business products, please visit www.hitachi.us/digitalmedia. For more information about electronic whiteboards and Starboard software, please visit Hitachi Software at www.hitachi-soft.com. Hitachi brand business products are connected through Hitachi's OneVision program, which makes it possible for any Hitachi business unit dealer to sell Hitachi products from other Hitachi business units.

Hitachi America, Ltd., a subsidiary of Hitachi, Ltd., markets and manufactures a broad range of electronics, computer systems and products, and consumer electronics, and provides industrial equipment and services throughout North America. For more information, visit www.hitachi.us.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 384,000 employees worldwide. Fiscal 2006 (ended March 31, 2007) consolidated revenues totaled 10,247 billion yen (\$86.8 billion). The company offers a wide range of systems, products and services in market sectors including information systems, electronic devices, power and industrial systems, consumer products, materials and financial services. For more information on Hitachi, please visit the company's website at www.hitachi.com.

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