

News Release

HITACHI
Inspire the Next



FOR IMMEDIATE RELEASE

Contacts:

Tamara Deschryver
Hitachi Home Electronics (America) Inc.,
(619) 591-5413
tamara.deschryver@hal.hitachi.com

Philip Weiss
Griffin Integrated Communications
(212) 481-3456 x23
pweiss@griffinpr.com

Hidden Oaks Middle School Achieves Results With Hitachi Software StarBoards

-- Minnesota School Gets Enthusiastic Response For Learning With Hitachi StarBoards --

CHULA VISTA, Calif., June 2, 2009 – Hidden Oaks Middle School, in Prior Lake, Minnesota, selected Hitachi Software StarBoard interactive whiteboards to provide industry leading classroom technology. Purchased through Troxell Communications, the school uses the FXDUO-77 model StarBoards in math, social studies, and English classes

“I’ve noticed that the students love to write utilizing the StarBoard. Now that I have the StarBoard in the room, there has been a significant increase in classroom engagement and participation more so than ever before,” stated Sarah Sheets, math teacher at Hidden Oaks Middle School. “When I’m teaching geometry, the ability to display shapes, rotate them, and use a protractor on the screen is very helpful. The StarBoard provides an abundance of tools that I can use quite easily. In fact, in using the StarBoard, there is greater value for the students and lesson enhancement.”

“I’ve reached the point where I use the StarBoard in class every day. The ability to make the lesson more interactive becomes a major advantage, especially with middle school students. Students really enjoy coming up to the board and are good at using it,” said Brent Stufft, English teacher at Hidden Oaks Middle School. “We use the StarBoard to do a lot of paragraph editing in English classes. We can take an article and set it up with mistakes for the students to find and correct. It makes the lesson much more interesting for the students to build on their proof reading skills. Additionally, the ability to perform the editing exercises on the StarBoard is very time efficient,” added Mr. Stufft.

Mr. Stufft also feels the StarBoard is a great tool for his personal time management. “I have really taken advantage of the ability to save all my work and go back to it at another time.

Ms. Sheets is just beginning to realize the full potential of having the Hitachi StarBoard during her first year on classroom integration. “Even though I’m using it regularly, I learn something new every day.”

For more information on Troxell Communications visit www.trox.com.

-more-

ABOUT HITACHI

Hitachi Home Electronics (America), Inc., Business Group, subsidiary of Hitachi America, Ltd., markets LCD projectors, interactive panels and whiteboards and security and observation system products through value added resellers, system integrators, distributors and OEM.

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 and business products, visit www.hitachi-homeelectronics.us

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. Go to www.hitachi-soft.com.

Hitachi America, Ltd., headquartered in Tarrytown, New York, a subsidiary of Hitachi, Ltd., and its subsidiary companies offer a broad range of electronics, electronic contract manufacturing services, power and industrial equipment and services, automotive products and consumer electronics with operations throughout the Americas. For more information, visit www.hitachi-america.us. For information on other Hitachi Group companies in the United States, please visit www.hitachi.us.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 400,000 employees worldwide. Fiscal 2008 (ended March 31, 2009) consolidated revenues totaled 10,000 billion yen (\$102.0 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, logistics and financial services. For more information on Hitachi, please visit the company's website at www.hitachi.com.

###