

FOR IMMEDIATE RELEASE

Contacts:

Tamara Deschryver
Hitachi America, Ltd.
619.591.5413

tamara.deschryver@hal.hitachi.com

Philip Weiss
Griffin Integrated Communications
212.481.3456 x23

pweiss@griffinpr.com

Hitachi Software Upgrades Interactive Learning Opportunities With 500 New Lessons For StarBoards

-- New Lessons Cover Multiple Subject Areas and Grade Levels --

CHULA VISTA, California, November 2, 2009 – In an effort to provide increased interactivity and an enhanced learning experience with the award-winning StarBoard, Hitachi Software today announced the addition of 500 new lessons to its online library of educational software. The new lessons are available immediately for all StarBoard users.

Encompassing grades K-9 and covering math, language arts and science, the new lessons are designed to take full advantage of the FXDUO technology. Hitachi Software's library now features nearly 1,000 unique lessons in the major subject areas. Educators can search through the database of lessons by grade, language and state standards to find specific lessons that fit their needs.

The new lessons are available through the online Hitachi Educator Resource Center, including all available StarBoard lessons, software tutorials, the StarBoard Community Forum and links to interactive sites for classrooms.

"We are proud to provide our end users in the education market with more tools than ever before so they can take full advantage of the StarBoard's industry-leading technology. We believe these additional lessons will lead to greater efficiency for teachers and help to keep students more engaged in the learning experience," stated John Glad, product manager for Hitachi America, Inc., Business Group.

Further engaging educators and empowering them with the capabilities of Hitachi StarBoards, Hitachi now also offers the capability for anyone to upload their lessons and share with the global community of StarBoard users.

To access all available lesson content, please visit Hitachi online at <http://www.hitachi-soft.com/>.

-more-

ABOUT HITACHI

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, 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 America Ltd., Business Group markets LCD projectors, interactive panels and whiteboards and security and observation system products through value added resellers, system integrators, distributors and OEM.

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.

###