

FOR IMMEDIATE RELEASE

Three times the magic in the classroom with the StarBoard FX-Trio

Hitachi Australia releases the world-first interactive whiteboard with three person multi-touch

SYDNEY, AUSTRALIA – Thursday 11th March – Leading the education revolution, Hitachi Australia will tomorrow unveil the FX-Trio, the world's first interactive whiteboard allowing three people to write on the board simultaneously, at the School Resources Expo in Sydney.

Building on the success of its predecessor, the FX-Duo, the new StarBoard takes interactive learning to the next level by allowing three people to write on the screen at the same time by the simple touch of a finger or by using the pen feature, injecting creativity into the classroom environment.

Projecting classrooms into the future, the IntelliPen function automatically converts freehand words or objects to text and the Magical Touch function enables easy scroll, as well as shrinking or expanding the display all by the swipe of a hand. The FX-Trio also boasts a superior surface and improved accuracy and durability.

“The response to date from partners and consultants alike has been extremely positive after our preview event in Melbourne last week. With the FX-Trio, we are bringing a world first to Australian classrooms while giving more kids the opportunity to get in touch with an innovative learning tool,” said James Burke, Digital Presentation Solutions Division, Hitachi Australia.



“The FX-Trio transforms the learning experience even further as teachers can now test three students at the same time allowing for a fun and competitive learning environment. The release of this board is a big step forward in technology innovations and we look forward to the day when the whole class can write on the board at once.”

The FX-Trio recently featured on Channel Nine's Today Show, with presenter Steve Jacobs demonstrating the board's ability to increase the interactivity of learning sessions in the classroom. Hitachi recently partnered with Nestlé and the Australian Institute of Sport (AIS) to giveaway 36 of its FX-Trio Interactive Whiteboards and CP-A52 Ultra Short Throw projectors as part of the **AIS Starboard Challenge**. The competition is being promoted through the Today Show. It is open to all of Australia's government and non-government primary schools and can be entered at www.aiclassroom.com.au.

The School Resources Expo is for professionals involved in making a purchasing decision for their institution from primary through to tertiary education. The Expo is being held at Rosehill Gardens Event Centre, Rosehill Racecourse on Friday, March 12th 2010 (8am - 4pm) and Saturday, March 13th 2010 (9am - 3pm). For further information visit: <http://www.schoolresourcesexpo.com.au/sydney>

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About Hitachi

Hitachi was founded in 1910 and has Head Quarters and Major Subsidiaries in America, Asia, Europe, Japan and Oceania. For over 30 years, the Hitachi Group Companies have provided Oceania industry with award winning products and services in the areas of automotive components, products and services for energy generation, construction, mining and transport, multi-media and computer technology as well as Semiconductors and devices for Australian manufacturers of electronic products. 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.