

FOR IMMEDIATE RELEASE

Hitachi Introduces Ultra Thin LCD TV – The UT Series

World's Thinnest 35mm^{*1} TV Brings Freedom of Placement with Optional Wireless Unit



UT32-HV700B (front view) (side view)

Tokyo, October 23, 2007 --- Hitachi, Ltd. (NYSE: HIT / TSE: 6501) today announced that it has developed a 35mm^{*1} thin LCD monitor by adopting the newly achieved ultra thin LCD panel module^{*2} and by renewing power circuit and frame structure. The combination of the monitor and the separate media station gives consumers freedom of placement of the TV. The new LCD TV's, named the UT series, will be available in Japan beginning mid-December 2007.

The UT series is designed to free customers from restrictions of where to place the TV. The monitor of the UT series, which is 35mm thin, is more than just a TV suitable to be hung on a wall. By separating the media station from the monitor, the UT series provides consumers with a range of options for placement throughout the home, as well as ease in connecting with other consumer electronic equipments. The monitor and media station can be connected via the optional wireless unit to bring even more range in placement. The UT series will cast aside the stereotypic image that a TV should be placed against or even near a wall. The back of the monitor is well proportioned so that it can be viewed from any angle. Furthermore, the 32-inch size comes in four colors variations - black, white, red (limited production) and blue (limited production). The media station has Hitachi's unique "iV Pocket," which can record high definition broadcasting on a optional removable hard disc drive "iVDR^{*3}-S".

■ Model, Price, Introduction (for Japan Market)

Ultra thin LCD TV

Screen Size	Resolution	Model Name	Introduction	Estimated Retail Price	Initial Production Q'ty per Month
32"	1366x768	UT32-HV700B UT32-HV700 W UT32-HV700R* UT32-HV700A*	Mid / December. 2007	Open	15,000
37"	1920x1080	UT37-XV700	February 2008	Open	10,000
42"	1920x1080	UT42-XV700	April 2008	Open	10,000

*:limited production

■ Background and Aim of Development

The environment and quality of broadcasting has improved dramatically within the past decade, bringing new value and demands to TV both from the content and the product side. The integration of broadcasting and communication is expected to accelerate.

TV sets dominate a significant place in the home environment. However, customers have been facing restraints, such as wiring, connection requirements or even coordination with furniture.

Hitachi has developed a TV from a product feature and home environment point of view, which has ultimately resulted in the "freedom of placement" concept. The "freedom of placement" goes beyond where to put the TV. It is designed for the customer to produce the best viewing style. Hitachi will continue to seek high picture quality, high performance, and to develop new technologies that bring revolution and joy to our customer's home.

*1: As of October 23, 2007 in high definition LCD-TV for consumers. 35mm is the measurement of the thinnest area.

*2: IPS alpha panels for
UT32-HV700B/UT32-HV700W/UT32-HV700R/UT32-HV700A and
UT37-XV700 are produced by IPS Alpha Technology, Ltd.

*3 : "iVDR" (Information Versatile Disk for Removable usage) is a trademark that indicates iVDR Technology Standard compliance.

"iVDR-S" stands for "iVDR-Secure type complying the iVDR Standard of contents protection technology (SAFIA)

"iVDR-S" which is an removable HDD with SAFIA content protection technology is necessary for recording digital broadcasting.

■ Product Introduction Website

URL : <http://av.hitachi.co.jp/ut> (Japanese only)

About Hitachi, Ltd.

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 <http://www.hitachi.com>

Attachment

[Main Characteristics]

- **Technology for World's Thinnest 35mm (39mm at the thickest area)**
 1. **Newly Developed Thin Power Unit**

The thickness of power unit is 1/3 the size of Hitachi's conventional power unit, achieved by high-density circuit board technology and by optimizing power efficiency. (made by Hitachi Media Electronics, Co., Ltd.)
 2. **Thin LCD Module**

The panel is an IPS method. The diffusion board spreads the fluorescent light forming the backlight of the LCD panel evenly to realize thinness and high picture quality.
 3. **Space Saving Non-Fan Cooling Structure**

Hitachi's simulation of the latest heat radiation technology enabled a non-fan cooling method. It is designed to radiate heat efficiently without excess heat, even when wall-mounted.
 4. **Ultra Thin, Ultra Light Frame**

Hitachi's unique rigid frame structure is designed to prevent the panel from deformation, to be secure in strength and to be safely placed anywhere in the home.

- **Aesthetic Design for "Freedom to Placement" Concept**
 1. **Design Concept - "Fragrance"**

Hitachi developed a design that features the customer's personality similar to a beautiful scent of a fragrance. The translucent acrylic that is used for the bezel, combined with a radius and gradation of thickness, adds a perfume bottle-like visual to the design. The radius detail is made visible by painting the back of the panel with a high-gloss paint. The detail gives a feeling of precision and the "see through" quality adds to the visual lightness, which changes depending on the placement of the TV or the time of the day.
 2. **Sleek Back Proportion**

With Hitachi's unique technology for non-fan, heat radiation structure, the heat radiation holes are gathered at the top and bottom of the back panel. Even the back is flat, sleek and can be viewed from any angle.
 3. **Ornaments Which Add Sleekness to the Panel Design**

Metal-like ornaments on the panel, stand and floor stand add simplicity and sleekness to its form.
 4. **Color Variation to Match Your Interior Design**

(Japan - UT32-HV700B /UT32-HV700W /UT32-HV700R /UT32-HV700A)
The 32-inch is available in four different colors to provide more options for coordination throughout the home. (UT32-HV700R/UT32-HV700 are limited production)



UT32-HV700B (black) / UT32-HV700W (white) / UT32-HV700R (red) / UT32-HV700A (blue)

- **Optional Wireless Unit creates "Freedom of Placement"**

A wireless connection between the monitor and the media station is available using the optional wireless unit, "TP-WL700H," for more freedom in placement. It connects the monitor and the media station via HDMI, and is capable of transmitting signals up to 9 meters*¹ by using the 4.2 – 4.8GHz UWB (Ultra Wide Band). For

example, consumers can place the media station near a wall where the antenna jack is, and hang the monitor in the center of another wall without worrying about hiding the cable connections hanging from the monitor.

*1: Transmission range is dependent on the environment of placement.

■ High Picture Quality Technology

1. Wide Viewing Angle and Bright - “IPS” Method

Brightness level is world’s highest level in the consumer electronics industry (UT32-HV700, UT37-XV700: 500cd/cm², UT42-XV700: 450cd/cm²). Vertical and horizontal viewing angle of 178 degree maintains natural colors and is suitable for watching TV with family and friends.

2. Clear Motion Picture with 120Hz Conversion (UT42-XV700, UT37-XV700)

Hitachi’s newly developed LSI (Large Scale Integration) with Hitachi’s unique algorithm converts motion picture of 60 frames per second to 120 frames per second. It delivers crisp clear images in vertical, horizontal, and oblique action.

3. Frame Rate Conversion Technology that Correctly Matches the Motion of Movies (UT42-XV700, UT37-XV700)

Movies are created with 24 frames per second. When converted to TV signal, which is 60 frames per second, viewers can sometimes observe a jerky, troublesome visual effect called “judder,” which is especially noticeable when the picture makes sweeping, side-to-side movements. Hitachi’s frame rate conversion features a technique that accurately and automatically eliminates the jerky motion by creating interpolated frames based on the original film images. It smoothes out the movement and correctly matches the original motion.

4. Picture Master Full HD for Full High Definition Image / 1080p Signal

Hitachi’s enhanced high-resolution image processing engine, “Picture Master Full HD,” analyzes and processes image at a high speed, providing state-of-the-art high picture quality.

- “Advanced Dynamic Contrast” analyzes every picture that appears on the screen and optimizes its contrast frame by frame.
- “3D Color Management” adjusts the three constituent components of color (hue, saturation, and brightness) pixel by pixel using 3D data.
- “Advanced Dynamic Enhancer” expresses images which are simultaneously detailed and dynamic, and controls detail gradation and sharp edges. In addition, Hitachi added a circuit which enhances the crispness in scenes to capture subtle details, such as details in human skin or a three-dimensional expression of a mountain ridge, which reduces the grainy effect and pulls out the natural beauty.

5. Deep Color Signal Input Compatible

30, 36bit Deep Color Signal Input Compatibility provides better color reproduction compared to conventional color depth of 24bit input, and produces rich gradation and smooth color.

■ High Audio Quality Technology

1. Speaker System for High Audio Quality

The 6.0watt + 6.0watt digital amplifier produces a clear sound. The speakers located at the left and right sides of the bottom of the monitor are the newly developed box-type speakers that are high quality and slim enough to fit the 35mm thickness of the monitor. The three sound modes allow consumers to select the most suitable type of audio effect depending on the contents – “clear voice” to pick up human voices clearly, “surround” for natural, clear three-dimensional sound, and “bass boost” for the optimum bass sound depending on the input signal.

■ “iV Pocket”

A removable Hard Disc Drive “iVDR-S” Compliant with Contents Protection Technology “SAFIA^{*1}”

“iV Pocket for “iVDR-S” is located in the front of the media station, which is capable of recording high definition broadcasting^{*2} on an optional iVDR-S. The iV Pocket is built into the media station with a front loading mechanism for a clean design.

*1: ”SAFIA” (Security Architecture For Intelligent Attachment device) is a copy protection technology for digital broadcasting and digital audio licensed by SAFIA License Group.

*2: except for restricted no-copy programs

■ Ease of Use

HDMI-CEC for Improved Linkage with Peripheral Consumer Electronic Devices

HDMI-CEC compliant devices can be connected to the media station and provides easy operation.

■ Energy Saving & Eco-Friendly Design

1. Energy Saving Design

The UT series has energy saving features, such as “auto power off,” to prevent consumers from forgetting to turn off the TV. The UT series also feature a “video power save” which allows consumers to switch to stand-by mode when there is no signal coming into the TV.

2. Japanese Industrial Standard “J-Moss^{*1} Green Mark” Compliant

The product is “Green Mark” compliant, meaning it is compliant with the regulation set in “J-Moss” by Japanese Industrial Standard marking the absence^{*2} of specific chemical substances, which are Pb (lead), Hg (mercury), Cd (cadmium), CR(VI) (hexavalent chromium), PBB (polybromobiphenyls), and PBDE (polybromodiphenyl ether) and is friendly to the environment.

*1: J-Moss : The marking for presence of the specific chemical substances for electrical and electronic equipment

*2: excluding items regulated in JIS C 0950

■ Optional Accessories (Japan Model, Japan Market Price)

Type	Model	Applicable Monitor Size	Suggested Retail Price
Floor Stand	TB-LSZ0081	32", 37"	JYN 19,800.-
Wall Mount Bracket (adjustable)	TB-LKA0081	32", 37"	JYN 17,500.-
Wall Mount Bracket (fixed)	TB-LKF0081	32", 37"	JYN 9,800.-
Wireless Unit	TP-WL700H	32", 37", 42"	Open

■ Main Features

Monitor (Japan Model)			
Model	UT32-HV700	UT37-XV700	UT42-XV700
Screen Size Width x Height / Diagonal (cm)	69.8 x 39.2/80.1	81.9 x 46.1/94.0	93.0 x 52.3/106.7
Panel Method	IPS Panel	Full HD IPS Panel	Full HD IPS Panel
Resolution (Pixels)	1366 x 768	1920 x 1080	1920 x 1080
Brightness (Panel)	500cd/cm ²	500cd/cm ²	500cd/cm ²
Frame Rate Conversion 120Hz	-	Yes	
Picture Master FullHD	Yes		
RMS Output (JEITA)	6.0W + 6.0W		
Speaker	(3.5cm x 2)x2		
Power Consumption (Stand-by) ^{*1}	118W (0.5W)	155W (0.5W)	Not Finalized
Dimensions W x H x D (cm)	81.4 x 53.8 x 3.9 (thinnest area 3.5)	93.6 x 60.7 x 3.9 (thinnest area 3.5)	103.6 x 67.8 x 3.9 (thinnest area 3.5)
Dimensions (including stand) W x H x D (cm)	81.4 x 58.7 x 24.9	93.6 x 65.7 x 31.0	103.6 x 72.4 x 31.0
Weight (including stand)	10.9 kg (13.5 kg)	14.6 kg (17.4 kg)	18.0 kg (20.8 kg)
Connections	1080P HDMI Input	1/1	
	Analog RGB Input	D-sub15 pin	
	Audio Input (line / terminal)	1/1(mini-jack)	

Media Station (Japan Model)		
Tuner	Digital: Terrestrial / BS / 110 degree CS x1, Analog Terrestrial x 1	
iV Pocket	Yes (Front Loading Mechanism)	
Power Consumption (stand-by) *1	15W (0.5W)	
Dimensions W x H x D (cm)	29.7 x 6.6 x 22.2	
Weight	2.8 kg	
Connections	1080P HDMI Input	3/3
	HDMI Output	1/1(for monitor)
	D4 / Component Input	1/1
	Video Input	1/1
	Audio Input (line / terminal)	2/2
	Optical Audio Out	1/1
	Phone Line	1
	LAN	1
SD/MMC Memory Card Slot	1	
Antenna In	VHF/UHF In x 1 (Analog / Digital Terrestrial) BS/CS-IF In x 1	

*1 : Tentative, as of October 23, 2007

■ Main Features Wireless Unit (Japan Model)

Model		TP-WL700H
Connection	Out	HDMI
	In	HDMI
Frequency Band and Method of Transmission		4.2GHz - 4.8GHz UWB (Ultra Wide Band), MB-OFDM method
Compliant Regulation		ARIB STD-T91 Ver.1.0
Transmission Range *1		Maximum 9 meters *1
Power Voltage	Out	5VDC
	In	5VDC
Power Consumption (Stand-by) *2	Out	13.3W
	In	13.5W
Dimensions W x H x D (cm)	Out	170 x 40 x 160
	In	170 x 40 x 121
Weight *2	Out	820g
	In	650g

*1: Transmission range is dependent on the placement within the environment.

*2: Tentative, as of October 23, 2007

###

Information contained in this news release is current as of the date of the press announcement, but may be subject to change without prior notice.
