



HITACHI NAMES IAVI DIRECT DISTRIBUTOR

Fort Lauderdale, FL, April 6, 2010 - IAVI is pleased to announce that we have reached an agreement with Hitachi America Ltd and are now serving as a direct distributor of Hitachi digital media products effective April 1, 2010. Since 1997, IAVI has been developing strategic partnerships with industry leading manufacturers while providing quality products, complete solutions and competitive pricing to value added projector and flat panel resellers and integrators.

Hitachi manufactures a wide range of projector models with advanced technologies and ease of use to meet a variety of needs. Hitachi LCD projectors come in a wide array of styles with applications for venues from large conference halls to small classrooms.

HITACHI
Inspire the Next

"I would like to welcome IAVI as a direct distributor of Hitachi projectors. While I've been working closely with IAVI these past few months, I'm anxious to move forward in making this a successful and profitable partnership." - Kirk Hammond, SouthEast US Sales Manager, Hitachi America Ltd.

IAVI will carry the Hitachi Digital media projector line, including projector replacement lamps, and other AV accessories. The partnership between the Hitachi brand and IAVI is an ideal union between two companies committed to making the best products available to AV professionals worldwide. IAVI and Hitachi are looking forward to an exciting future with this new distributor relationship.

For more information, please visit www.iavi.com or call (888) 999-6564.

ABOUT IAVI

With headquarters in Fort Lauderdale, FL, IAVI employs a devoted team of Display Technology Specialists focused on the Pro AV marketplace. To discover what solutions IAVI can offer you and to find out how IAVI can help build your business and improve your competitive advantage contact IAVI toll free at 888-999-6564 or sales@iavi.com. IAVI is available Monday through Friday, 8am -6pm EST.

ABOUT HITACHI

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.

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