

Hitachi Exhibition

United Kingdom, 2008

Exhibition



■ Background to the introduction

An exhibition called Hitachi Inspire Life was held in London in February 2008 to support the marketing of the Hitachi brand in Europe. In the Corporate Exhibition Division, a portrayal of how Hitachi has become a common part of people's daily lives was entertainingly exhibited through performances by actors and by using a giant screen with a wide visibility of 180 degrees.

Because visitors had to enter the exhibition in groups, we wanted to provide customers in the waiting area near the entrance with a powerful presentation of Hitachi's technological strength. We used this projector to show a variety of performances.

■ Benefits of Using the Projector

This projector can project on a large 80" screen from a distance of only 63cm/25" (including the projector) from a free-form surface mirror, and it can be mounted vertically above a desk to project on a 50" screen onto the desktop. In the venue, a new exhibit centered on a desktop projector was created in a smaller space to show off this compact projector that can be used in a variety of ways. In the waiting area where people tend to become bored, many visitors watched the performances and were deeply impressed by its creative design that received the Product Design Award 2008. We were able to give them a strong impression of the unique ways it is used based on unconstrained concepts.

*The ED-A100 in the case study photo is identical to the CP-A100.

Ultra-Short Throw
LCD Projector

CP-A100

