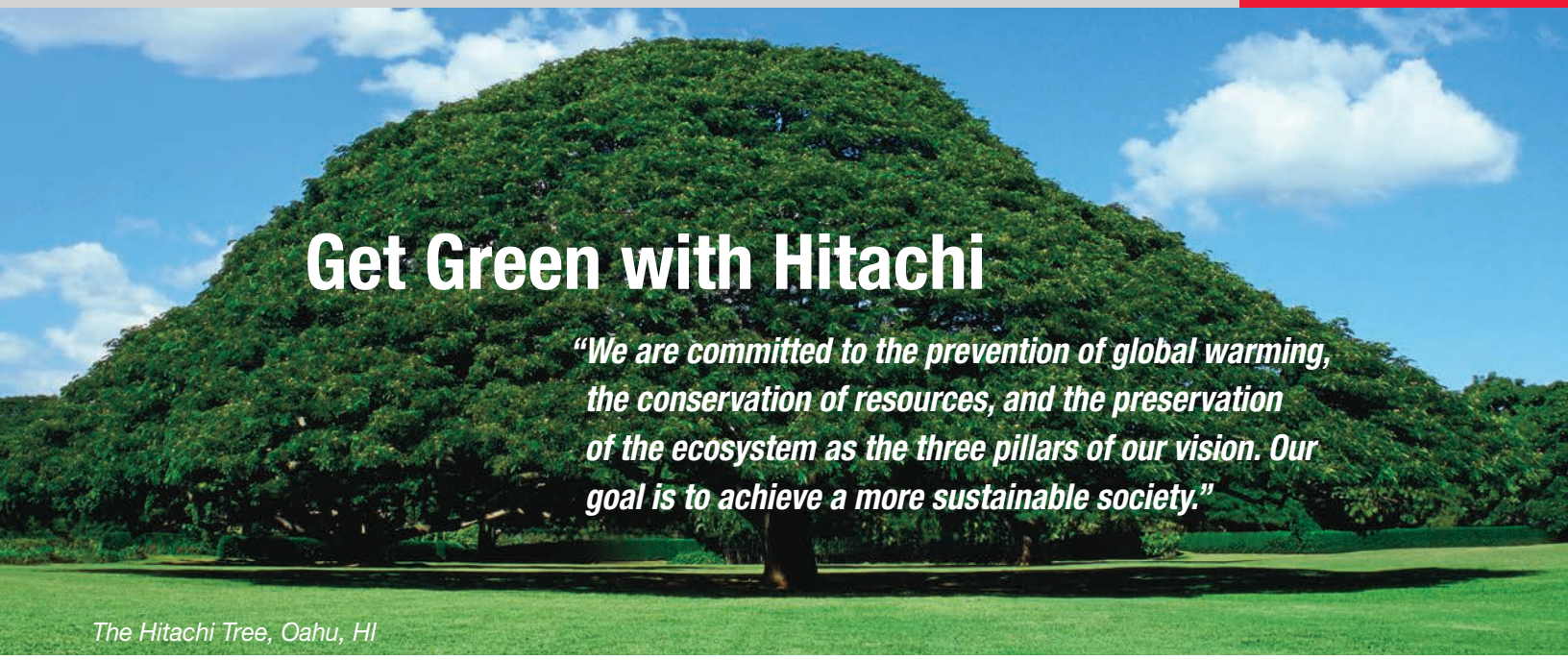
HITACHI
Inspire the Next



Get Green with Hitachi

"We are committed to the prevention of global warming, the conservation of resources, and the preservation of the ecosystem as the three pillars of our vision. Our goal is to achieve a more sustainable society."

The Hitachi Tree, Oahu, HI

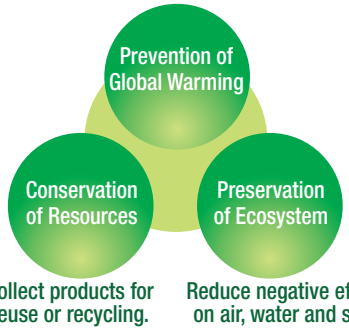
Since its inception, Hitachi has grown with its customers while working under the philosophy "contribute to society through the development of superior, original technology and products."

Hitachi's long-term plan "Environmental Vision 2025", which started in 2007, sets a goal of helping to reduce CO2 emissions by 100 million tons a year by 2025. Hitachi aims to achieve this with a wide range of environmentally superior Eco-Products and the strengthening of its environmental businesses.

The Hitachi Group recognizes the critical importance of the fields of environment and energy conservation, and is committed to promoting environmental value through its technologies in order to achieve a sustainable global environment.

Hitachi's Environmental Vision

Reduce CO2 emissions in energy production.
Enhance the energy efficiency of our products.



Towards a Sustainable Society

Environmental Initiatives for Manufacturing of Hitachi Projectors

Use of environmentally conscious materials

- Complying to RoHS restricted materials; unleaded solder and harmless substitutes of hexavalent chrome in screws or sheet steels are used
- No use of bromine or halogen compound incombustible in cabinets
- Use of paint-less cabinets
- No use of vinyl chloride in mechanical parts
- Use of recyclable carton boxes

Reduction in resin usage in production

- Use of hot runner type mold for making cabinets in order to reduce mill ends

Reduction in CO2 emission

- Reducing size of carton box makes carrying efficiency increased by 20 %

Power saving mode during stand-by

Eco mode

- Eco mode provides power saving according to environment

Facilitating separation of recyclables

- Indicating original materials on plastic parts

Environmental Vision and Commitment

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Lamp Disposal

Hitachi is committed to designing for the environment and believes that the mercury-vapor lamps used in its digital projectors are the most energy-efficient and environmentally sound choice for projector illumination.

All manufacturers of digital projectors currently use mercury-vapor lamps in their projectors. Due to their efficiency, mercury-vapor lamps provide the brightest illumination with the lowest power consumption of any lamp technology currently available.

Like fluorescent lamps, the lamps used in projectors contain very small amounts of mercury. When handled and disposed of properly, mercury-vapor lamps and fluorescent lamps are safe, efficient and commonplace.

If a lamp is broken, Hitachi's lamp suppliers have informed us that isolated, short-term exposure to low volumes of mercury vapor typically does not result in material adverse effects on humans or the environment. However, any broken lamp should be turned off to avoid ultraviolet (UV) light exposure, the area should be ventilated to allow dissipation of the mercury vapor, broken glass should be placed in a solid container, and the contents should be sent to an authorized recycling/disposal facility. For more information on how to handle and recycle mercury-vapor lamps, please see **www.almr.org** and **www.lamprecycle.org.**

Trade-Up Program

Turn your old projector into cash towards a new Hitachi projector with Hitachi's Trade-Up Program!

To participate in this program, you must purchase one new eligible Hitachi projector for each projector traded in before logging on.

It's easy! Just follow these simple steps:

Step 1: Go to **http://hal.tradeups.com**

Step 2: Select "Get a Free Quote"

Step 3: Submit information about your trade-in projector(s): manufacturer, model condition, etc.

Step 4: Review the instant trade-in quote value for our pre-owned projector(s).

Step 5: After completing registration (or signing in), fax, email or mail your confirmation notice for your return projector.

Step 6: Ship your trade-in projector using the shipping label provided.

Step 7: Your check will be issued approximately 45 days after the receipt and inspection of your trade-in product or the receipt and validation of your proof of purchase, whichever is later.

ImageCare

ImageCare is a lamp power control function developed by Philips that will lower the total cost of ownership of a Hitachi projector. ImageCare decreases energy usage, improves contrast ratio and can lengthen lamp life.

In previous Hitachi projectors there are two power options — Normal or Eco mode. With ImageCare you have four settings — Normal, Eco, Intelligent Eco, and Saver modes. *Normal mode* is 100%, and should output the maximum lumens and color light output stated in the specifications. *Eco mode* drops the power by 35% and all images are dimmed. Eco mode saves power and extends lamp life but you may miss detail on images that need to be projected brighter.

ImageCare

Intelligent Eco mode allows the projector to sense dark and bright projected images. It automatically lowers the power by 35% to 70% depending on how dark the projected images are and raises the power to the lamp as images get brighter. Using Intelligent Eco mode increases the contrast ratio of the projector while it lessens the use of electricity and lengthens lamp life.

Intelligent Eco mode allows the projector to show brighter images like a spread sheet or power point at normal or 100% power. However, most movies and still pictures use darker images as compared to a spread sheet; the projector will then sense the darker image and automatically adjust the power level of the lamp. As the movie scenes change from lighter to darker the projector will sense these changes and adjust the lamp power accordingly.

Saver mode also senses and adjusts the image brightness the same as Intelligent Eco mode. Additionally, if the projected image does not change in a predetermined amount of time the projector will automatically drop the power to the lamp by 70% much like the screen saver on your computer. Users have the ability, through the projector menu, to set the amount of time they want to allow a static image to be projected at maximum power, again just like the screen saver on your computer.

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Hitachi America, Ltd.
900 Hitachi Way, Chula Vista, CA 91914
Toll Free: 1.800.HITACHI • Email: dmd.info@hal.hitachi.com
Web: hitachi-america.us/projectors