



Consumer Products

Digital Media Devices
Consumer Appliances

Fourth-generation DVD Camcorders

Hitachi, Ltd. has introduced its fourth-generation DVD camcorders. The new models, DZ-MV550 and DZ-MV580, have a lighter chassis with a more comfortable grip and a new quick mode menu function that allows for easier navigation through their menu systems. Both models have a lens dress-up*¹ for customers to choose different lens covers to suit their preferences. Additionally, major step-up features of DZ-MV580 are the 16 × 9 recording mode on DVD-RAM discs, a 1 mega pixel CCD which improves still picture capability to 1,280 × 960 resolution, and an S-Video input for optimal transfer of high resolution tape-based material, and the DZ-MV550 also has an 18× optical zoom lens. Users can select between increased recording quality or extended recording time. When using a DVD-RAM disc, the camcorder uses either VBR (variable bit rate) or CBR (constant bit rate) recording formats. DVD-R disc recordings can be played on most DVD players*² and DVD-ROM drives*³. In addition to the new 16 × 9 wide-screen recording feature, DVD-RAM discs offer in-camera editing. This sophisticated system allows consumers to shuffle scenes and add special transition effects including fades and wipes without the need for a computer. Also, with the USB2.0 connection, video can be uploaded to a PC and edited with the bundled PC software. The camcorders can record digital still photos directly to the DVD-RAM disc or

to a Multi Media or Secure Digital flash memory card.

*¹ Lens dress-up feature is applied to limited market.

*² DVD-R may not be compatible with some DVD players.

*³ Some DVD-ROM drives may not be compatible with 8-cm DVD-R disc.



Fourth-generation DVD camcorders : DZ-MV550 and DZ-MV580

Quiet LCD Projector: PJ-TX10

Consumer demand for home theaters is increasing. To meet this demand, Hitachi has introduced the home-use LCD projector PJ-TX10 that is placed special emphasis on placement flexibility and quietness.

[Main features]

(1) The powerful 2× optical zoom lens allows for the placement of the projector at the most convenient location in a large room. It can be positioned within a 2.1 to 4.2 m range to project a large 80" image.

(2) The position of the image can be easily adjusted horizontally or vertically by just turning a dial. These adjustments allow the image to be viewed from the front position.

(3) Adopting a new cooling fan system, PJ-TX10 has achieved an astonishing low noise of 25 dB. In addition, front air exhaust allows for the establishment of a comfortable room setting.

(4) The projector enables a powerful image with superb video quality with a high contrast ratio of 800:1, motion adoptive progressive scan, 3:2 pull down, and 3D Y/C separation.



LCD projector: PJ-TX10



Hybrid Digital Recorder

Due to the rapid growth of the DVD recorder market, Hitachi has released the hybrid digital recorder that unifies multiple DVD media into one system, and has an EPG (electronic program guide) function to enable high usability.

[Main features]

- (1) The recorder has both rapid searching of programs and simple preprogrammed recording with EPG function.
- (2) Corresponding to DVD-R (recordable)/-RW (rewritable)/-RAM (random access memory) media with a DVD multiple drive.
- (3) It can record about 30 hours of video signal in a high bit rate with a 120-Gbyte HDD (hard disk drive) that is high in capacity and high in capability.
- (4) The recorder enables high quality recording that automatically choose the suitable bit rate for the video signal with a VBR (variable bit rate) control function.



Hybrid digital recorder

New Concept Mobile Notebook PC



New concept mobile notebook PC

Hitachi's new notebook PC has a high-performance CPU (Intel Pentium* M processor) and an AV (audio-visual) function in a compact body. It has 12.1" high resolution WXGA (1,280 × 800 dots) wide aspect LCD which can display more information than a conventional XGA (1,024 × 768) LCD.

The body is made of magnesium alloy which can withstand the demand placed on the mobile devices. With advanced heat management and an integrated design, it has a wireless LAN, three USB 2.0 ports, a PC-Card, and CompactFlash in a very compact form factor. It also has a "Multi Purpose Bay" in which users can plug in devices such as a TV-tuner, and a DVD-RAM which can handle vast amounts of data. This enables PC use from typical AV or TV usage to conventional computing activities.

* See "Trademarks" on page 90.

Air Conditioner with Intake/Exhaust System

Hitachi has developed an air conditioner that improves amenity and air quality using an air intake/exhaust system in response to the growing airtight characteristics of homes.

[Main features]

- (1) Air intake function that brings clean air from outside through a dust and odor filter and V-LED optical air purifier.
- (2) Exhaust function sends CO₂ and other pollutants, which could not be caught by the air cleaning functions, outside of the house.
- (3) Automatic intake/exhaust system expels pollutants detected in the air, and then brings in fresh air from outside.
- (4) Comfortable air conditioning with temperature and humidity control features healthy, soft cooling at optimum temperatures.
- (5) Airstream control function eliminates unpleasant airstream.
- (6) PAM (pulse amplitude modulation) control offers powerful heating and airstream control function that prevents warm air from flowing up, to ensure warmth down to the floor in every part of the room.



Air conditioner with intake/exhaust system

Twin Door Refrigerator



Hitachi has released a refrigerator that increases home freezing freshness and offers outstanding freezer space in a compact model with a depth of about 60 cm.

[Main features]

- (1) Despite its slim, compact body with a depth of about 60 cm, this unit offers 15 L more storage space than earlier models.
- (2) High-speed freezing function at -35°C and the freezer that can be divided into four sections ensures increased freshness and ease of storage.
- (3) New cooling system reduces power consumption to about 1/6th of levels compared with our equivalent capacity model of ten years ago.

Twin door refrigerator



“Concentrated Infiltration Ion” Washer/dryer Washes and Dries Large Loads in about 150 min



Washer/dryer with “concentrated infiltration ion” washing function

Hitachi has developed a washer/dryer with a “concentrated infiltration ion” washing function that increases washing power and offers the industry’s fastest speed to the end of the drying process (washing only: 8 kg; washing to drying: 6 kg).

[Main features]

- (1) Creates a creamy concentrated liquid detergent (15× concentration) from powdered synthetic detergents, enabling about 10% more washing capability
- (2) Dramatically increased drying power and dehumidifying power achieve the industry’s fastest speed from washing to drying (about 150 min*)
- (3) Capacity increased to 6 kg from 4.5 in earlier models (capacity for washing to drying)
- (4) Vibration sensor detects vibration in washing drum, and automatic vibration control system controls motor speed to minimize noise during spin cycle.
- (5) Lights and a melody indicate washing/drying status and time remaining.

* For a 4.5-kg load

New Paper-bagless-type Vacuum Cleaner with Bacteria Elimination and Deodorization

Hitachi has released a vacuum cleaner that has improved suction performance by means of bacteria elimination and deodorization.

[Main features]

- (1) High-power cleaning at a suction work rate of 550 W achieved by original cyclonic technology that increases dust collection capability and reduces damage to floors as well as an improved fan motor and optimal air flow route design.
- (2) A system for bacteria elimination and deodorization with an enzyme purification filter and photocatalyst eliminates germs and reduces odors.
- (3) Constant dust compression (reduces dust volume by 50%) and antistatic dust case makes dust disposal easy.
- (4) Easy maintenance by using dust-removal mechanism, washable dust case, and HEPA (high-efficiency particulate air) filters.
- (5) Improved ease of operation due to stylish, compact, lightweight body, and super auto-running vacuum head.



New paper-bagless-type vacuum cleaner with bacteria elimination and deodorization features