

Pigmented Small-Character Inkjet Printer

Düsseldorf, June 2009: Hitachi has been manufacturing small character continuous ink jet printers for industrial coding since 1975.

The small character continuous ink jet printer series PXR-P, specifically designed for pigmented inks, has been designed to provide superb coding on black and dark surface products, such as cable, automotive parts, electrical and electronic devices, steel and injection moulding products.

The PXR-P series employs a unique and innovative ink circulation system, including automatic intermittent mechanical stirring system, which maintains precise pigment suspension and helps reduce fluid evaporation and achieves a very low costs of operation. Nozzle and gutter are automatically cleaned before shutdown. The viscosity and density control feature provides stable ink drop formation and keeps print quality high.

The PXR-P series features a 10.4" color LCD touch panel with full intuitive menus on the screen providing easy and quick operation and maintenance.

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About Hitachi Europe Ltd.

Hitachi Europe Ltd., is a wholly owned subsidiary of Hitachi, Ltd., Japan. Headquartered in Maidenhead, UK, it has operations in 13 countries across Europe, the Middle East and Africa and employs approximately 550 people.

Hitachi Europe comprises of nine business areas: rail systems; power and industrial systems; information systems; digital media and consumer products; display products; industrial components and equipment; air conditioning and refrigeration systems; manufacturing systems; and procurement and sourcing. Hitachi Europe also has three Research and Development laboratories and a design centre. For more information about the company, please visit <http://www.hitachi.eu>

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Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 400,000 employees worldwide. In fiscal 2008 (ended March 31, 2009) consolidated revenues totalled 10,000 billion yen (US\$102.0 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, logistics and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>