

# News Release

**FOR IMMEDIATE RELEASE**

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## **Hitachi America, Ltd. Launches New LM Series Co2 Laser Markers**

**Tarrytown, New York, September 28, 2015** – [Hitachi America, Ltd.](http://www.hitachi-america.com) (HAL) is proud to announce its first ever line of Co2 Laser Markers – the LM Series. The LM Series product line will be unveiled at Pack Expo Las Vegas on September 28-30, 2015. In a strategic move designed to solidify Hitachi's position as a total marking and coding solutions provider for primary and secondary packaging applications, the company has added the new robust and reliable LM Series Laser Markers to complement a strong portfolio of well proven continuous ink jet printers.

The new LM Series product line incorporates a compact and affordable design offering 10 or 30 watt power output. Wavelengths of 9.3 µm, 10.2 µm and 10.6 µm combined with multiple lens options allow for coding on various packaging substrates including paper, chipboard, cardboard, glass and plastics at a wide range of production speeds.

The LM Series laser markers offer a space saving design combined with a powerful on-board control system allowing easy integration with plant networks. Reduced electrical power consumption lowers operating costs to a minimum while an innovative cascading outer cover design allows for an efficient, cooling air stream which extends the lifetime of the laser tube and ensure a new level of reliability in high duty-cycle applications.

The LM Series incorporates a robust dual casing structure providing a high level of protection for the laser tube and optics allowing the laser marker to be used in extremely harsh production environments. While these laser markers meet IP54 accreditation, the laser tube and optics actually exceed IP65 for washdown environments.

The LM Series can be operated from a PC or a 10.4 inch color touch screen module. Powerful Windows software is available for networking, status control and designing of text layouts with true type fonts, 1D and 2D barcodes and logo files.

The LM Series offers a standard marking field size of 60mm x 60mm with optional marking field sizes up to 250mm x 250mm. Standard Ethernet connectivity allows markers to be networked easily and a USB port facilitates text field and back-up management.

By adding this new laser marker technology to an already well respected lineup of reliable continuous ink jet printers, Hitachi America, Ltd. is fast becoming a one stop shop for advanced marking and coding solutions for food, pharmaceutical, automotive, personal care, cosmetics and industrial products.

#### **About Hitachi America, Ltd.**

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, particle beam therapy technologies, automotive products and consumer electronics with operations throughout the Americas. For more information, visit [www.hitachi-america.us](http://www.hitachi-america.us). For information on other Hitachi Group companies in the United States, please visit [www.hitachi.us](http://www.hitachi.us).

#### **About Hitachi, Ltd.**

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges with our talented team and proven experience in global markets. The company's consolidated revenues for fiscal 2014 (ended March 31, 2015) totaled 9,761 billion yen (\$81.3 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes power & infrastructure systems, information & telecommunication systems, construction machinery, high functional materials & components, automotive systems, healthcare and others. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.