

News Release

FOR IMMEDIATE RELEASE

Press Contact:
Brian Galante

Dimension PR
(207) 494-8428

brian@dimensionpronline.com

Hitachi Kokusai Electric America, Ltd.

(855) 891-5179

HKA.info@hitachikokusai.us

Hitachi Kokusai Bringing Award-Winning Camera Innovation to InfoComm 2017

Versatile new Z-HD5500 1080p camera will make its InfoComm debut, while in-depth discussions will explore evolving HDR technologies in A/V workflows

Woodbury, NY, May 17, 2017 — Hitachi Kokusai Electric America Ltd. (Hitachi Kokusai) is coming to InfoComm 2017 with a selection of new and established camera solutions designed for high-quality video acquisition across a wide range of audio-visual environments. Hitachi Kokusai will co-exhibit with the Digital Media Division of Hitachi America, Ltd. in booth 3429 at the event, which will take place June 14-16 in Orlando, Florida.

InfoComm 2017 will mark the A/V industry trade show premiere of Hitachi Kokusai's award-winning new Z-HD5500 studio and field production camera. Delivering high-performance 1080p image capture at cost-efficient pricing typically expected only of 1080i or 720p cameras, the Z-HD5500 also addresses the challenges encountered by video professionals when shooting in locations with low-cost or mixed-frequency LED lighting and displays.

The Z-HD5500's new CMOS imagers adapt easily to a wide range of LED lighting conditions, enabling superior video capture in performance venues, houses of worship, sporting arenas and other facilities where LED lights or large LED screens are used. These advanced sensors combine with Hitachi Kokusai's renowned digital signal processing and low noise circuit technology to deliver pristine picture quality with exceptional sensitivity, excellent color fidelity and a 62dB signal-to-noise ratio.

Hitachi Kokusai will also showcase its DK-H200 multi-format, compact HD box camera. Natively supporting full frame rate 1080p, the DK-H200 brings the outstanding performance and visual quality of the company's progressive studio and field cameras to a form factor perfect for point-of-view acquisition or remote observation in government and military applications, houses of worship, manufacturing, broadcast, sports production and more. Highlighting the compact and lightweight camera's ideal suitability

- more -

for robotic camera applications, the DK-H200 will be demonstrated in conjunction with a pan/tilt system from KXWELL International.

Both the Z-HD5500 and DK-H200 feature High Dynamic Range (HDR) support, enabling visibly superior HDTV productions with increased contrast, richer colors and expanded mid-tone detail, but without the higher costs, processing overhead and bandwidth requirements of Ultra HD. Hitachi Kokusai experts will be on hand at InfoComm to discuss how the company's implementation of HD-HDR in its high definition cameras enables users to affordably realize these benefits without a major overhaul of their existing workflows and infrastructure.

"We received tremendous response to the Z-HD5500's event debut from broadcasters and production companies at the NAB Show last month, and we look forward to showcasing its benefits to A/V professionals and systems integrators at InfoComm," said Sean Moran, Chief Operating Officer, Hitachi Kokusai Electric Americas. "Interest in the use of HDR in high definition A/V workflows also continues to grow, particularly as HDR can have a more obvious visual impact than 4K resolution at typical viewing distances. We look forward to sharing our insights on evolving HDR technologies and implementations with show attendees."

About Hitachi Kokusai Electric Inc.

Hitachi Kokusai Electric Inc. (TSE: 6756), headquartered in Tokyo, Japan, is a company that manufactures broadcasting systems, security and surveillance systems, wireless communications and information systems, and semiconductor manufacturing equipment. Fiscal 2015 (ended March 31, 2016) consolidated net sales totaled 180,740 million Yen (\$1,604million). For more information on Hitachi Kokusai Electric Inc., please visit the company's website at <http://www.hitachi-kokusai.co.jp/global/en/index.html>.

###