

# News Release

## **FOR IMMEDIATE RELEASE**

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## **New for NAB: Hitachi to show its field tested 4K broadcast camera using standard 2/3" HDTV broadcast lenses**

Woodbury, NY March 13, 2014 – For the first time at NAB, HITACHI Kokusai will demonstrate the SK-UHD4000, a broadcast 4K Ultra-HDTV camera system using standard 2/3-inch B4 mount HDTV lenses.

The use of standard HDTV lenses eliminates the need for optically degenerative lens mount adapters. This technological advantage allows broadcasters and production companies to effectively use their existing camera lenses to shoot video in 4K resolution, while capitalizing on well-established TV production workflows associated with normal HDTV (2K) cameras.

The camera is already in use around the globe. Gearhouse Broadcast deployed the camera in the UK at the ATP World Tour Finals and in Australia to create the first native 4K OB super truck, the HD8.

The Hitachi SK-UHD4000 uses a patented 4-port RGB prism combined with four sensors, two being green, to deliver the 4K performance of a 35-mm single CFA sensor in a standard portable camera chassis. This makes it possible to use standard 2/3" broadcast lenses, and for the camera to work seamlessly with both 4K or 2K live field and studio TV production infrastructures.

This unique design also avoids the artifacts of the de-bayering process needed to recover RGB signal components from the single CFA sensors used in most current 4K cameras. By preserving the clear advantage of optically capturing images in its color components, instead of electronically reassembling them afterward, the SK-UHD4000

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achieves the sharpest and most noise-free 4K pictures of any 4K broadcast camera now deployed in the field.

Other features include independent 2K CUTOFF from the 4K raster, the ability to switch the 4K transport stream from SQUARED vision to 2-sample interleave, Level-A/B switchable 3G HD-SDI, and simultaneous multi-format (2K and 4K) outputs.

The SK-UHD4000 is equipped with new low-noise 2/3-inch MOS sensors. These sensors acquire video images with no smear, high sensitivity, high resolution and increases in power efficiency. New functional developments in lens' aberration corrections allow the SK-UHD4000 to make the best possible image by correcting optical flaws found even in the most expensive HDTV lenses. The camera system comes equipped with the full array of advanced production functions and tools that have become synonymous with HITACHI HDTV broadcast cameras.

**Come see the SK-UHD4000 in our new NAB booth location: #SL3910**

<http://www.hitachikokusai.us>

### **About Hitachi**

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 2013 (ended March 31, 2014) totaled \$93.4 billion USD. Hitachi is focusing more than ever on the Social Innovation Business, which includes infrastructure systems, health care and others. For more on Hitachi, please visit the company's website at <http://www.hitachi.com>.

Hitachi Ltd. is a majority stakeholder of Hitachi Kokusai Electric whom is a world renowned manufacturer of innovative, high performance telecommunication products. Hitachi Kokusai Electric is one of the most significant Japanese companies developing advanced broadcast camera technology.

Hitachi launched the first portable Professional Video Camera that could directly compete against studio-cameras in the early 90s - a technical revolution in its time. The company

is also responsible for the development of digital TRIAX-technology.

Today Hitachi is even more successful in developing and providing high-end broadcast technology. It is committed to meeting the needs of its users today, while helping to forge a migration path for tomorrow. Studio productions, documentaries, sports or live-events, Hitachi offers sophisticated camera systems for a wide range of production techniques.

Hitachi Kokusai Electric America, Ltd. designs, manufacturers and markets video cameras, digital transmission, processing and recording devices for the broadcast television, cable, video production, and industrial vision markets.

For more information, please call (516) 921-7200 or visit Hitachi's web site at <http://www.hitachikokusai.us>

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