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Rutgers University Stadium Installs Five Hitachi SK-HD1000 HD Cameras For Big Screen HD Video Display

WOODBURY, New York, January 4, 2009 — Hitachi Kokusai Electric America, Ltd., a leading provider of affordable, high performance cameras, today announced that five new Hitachi SK-HD1000 multi-standard, multiformat studio/field cameras have been installed at Rutgers University Stadium to produce game-day entertainment, including live HD video of game action and spectators for big screen HD display.

Located on the Busch campus of Rutgers University in Piscataway, N.J., the stadium seats over 52,000 fans of the Rutgers Scarlet Knights, a Big East Conference football team. The cameras, which are outfitted with Fujinon HD lenses, were first used at the Rutgers versus the University of Cincinnati 2009 season opener on Sept. 7, 2009. All five cameras produce superior quality live 1080i HD video for display on a new Daktronics video scoreboard, which—at 38 feet high by 112-feet wide—is one of the largest at any NCAA football stadium.

“The Hitachi cameras produce outstanding picture quality that looks truly spectacular when magnified on the jumbo screen,” said Jim Signorini, a media consultant and systems integrator with 30 years experience, based in Sussex, N.J. Signorini was contracted by Rutgers University to design and install the new HD video infrastructure at the stadium.

“In my experience with the Hitachi SK-HD1000 cameras, I’ve found them to be an excellent value compared to the top broadcast cameras on the market, and very reliable in all types of weather and lighting conditions,” said Signorini. At Rutgers stadium, two of the cameras are used as handhelds while the other three are fixed on tripods. All of the cameras are operated by freelance cameramen.

The HD video infrastructure upgrade is part of a \$102 million capital investment made during 2008 and 2009 by Rutgers University to expand the stadium in support of its Scarlet Knights

football program. Besides expanding stadium seating and amenities, the capital investment enabled Rutgers stadium to convert from analog to digital high definition, including the cameras, Hitachi camera control units, a fiber optic network, and the Daktronics video scoreboard. It also included the design and integration of a native 1080i HD video control room in the stadium press box that houses an Echolab HD switcher, Click Effects CrossFire and Flashback for graphics and instant replays, plus two Avitech multiviewer systems that display eight video sources on each of two 52-inch LCD monitors.

With this upgrade, Signorini said, "The video experience at Rutgers stadium is now on par with NFL games."

About Hitachi

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 400,000 employees worldwide. Fiscal 2008 (ended March 31, 2009) consolidated revenues totaled 10,000 billion yen (\$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 www.hitachi.com.

Hitachi Kokusai Electric America, Ltd. designs, manufactures 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> . Hitachi Kokusai Electric, Inc. (TSE, OSE: 6756), is a Hitachi, Ltd. (NYSE: HIT) group company.

Full versions of all press releases and product images are posted on the web site in the pressroom section: www.hitachikokusai.us

Editor's Note: Color product photographs are available upon request.

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