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Contacts:

Emilio Aleman
Hitachi Kokusai Electric America, Ltd.
516.682.4406
emilio.aleman@hitachikokusai.us

Robin Hoffman
Pipeline Communications
973.746.6970
robinhoffman@pipecomm.com

HITACHI KOKUSAI ELECTRIC TO DEMO BROADCASTER INFRASTRUCTURE SOLUTION SET AT NAB 2011

WOODBURY, NEW YORK, March 29, 2011 – [Hitachi Kokusai Electric America](#), Ltd., a leading manufacturer of high performance digital cameras, will demonstrate the new Hitachi Professional Media TV Broadcaster Core Infrastructure Solution Set at the 2011 NAB Show in Las Vegas (Central Hall, Booth C4309). The system, which includes storage solutions from Hitachi Data Systems (HDS), is designed to support automated workflows that repurpose content and allow media outlets to deliver it to multiple vertical markets.

Broadcasters are no longer exclusively in the broadcast business. Traditional outlets, from television stations to newspapers, are no longer restricted to a single medium for distributing information. The only way to manage this media convergence effectively is through a business-driven enterprise architecture with an infrastructure that can effectively share content between various markets. The Hitachi Kokusai and Hitachi Data Systems Infrastructure Solution Set delivers a stable and scalable solution for broadcasters in the changing professional media marketplace.

The integrated solution is based around the concept of ingesting and storing one master copy of all content and associated metadata in a standardized mezzanine file format on enterprise-grade storage. Content can then be used and distributed many times via multiple channels through a software media transcode grid running on a converged platform. The system is designed to avoid the traditional technology bottlenecks associated with launching new services, so media outlets can focus on business service models.

The transcode grid makes any resolution or file format available on the fly for video-on-demand (VOD), IPTV, and other applications, which reduces the size requirements of the storage infrastructure and simplifies digital rights content management and asset management. Plus, it alleviates playout file format inconsistencies and incompatibility concerns.



For content storage, HDS promotes the use of a multi-tiered hybrid cloud infrastructure, which is economically superior to legacy infrastructures and helps professional media organizations potentially generate revenue from assets through VOD and other services. Content used frequently is housed in Tier 1 storage, such as Hitachi NAS Platform network attached storage (NAS) in a private cloud at the organization's facility, while less frequently used content would be stored in cost-effective, deep archive data warehouses, as supported by Hitachi Content Platform.

About Hitachi Kokusai Electric America, Ltd.

Hitachi Kokusai Electric America, Ltd. designs, manufacturers and markets digital video cameras, 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., 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

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

Hitachi Kokusai Electric America, Ltd., 150 Crossways Park Drive, Woodbury, NY 11797.

Tel: (516) 921-7200; Fax: (516) 496-3718; web site: www.hitachikokusai.us