

FOR IMMEDIATE RELEASE

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 to Show High-Performance SK-HD1200 1080P and Cost-Effective Z-HD5000 Studio/Field HD Production Cameras at 2012 CCW

WOODBURY, NEW YORK, October 15, 2012 – Hitachi Kokusai Electric America, Ltd. will spotlight its state-of-the-art HDTV studio/field production cameras in booth #1143 at the 2012 Content and Communications World (CCW) Expo taking place November 14-15, 2012 at the Javits Center, in New York, NY.

“CCW offers an excellent opportunity for us to meet with media decision makers and content creators, including HD producers, videographers, and network executives, and acquaint them with our new top-of-the-line HDTV cameras,” said Sean Moran, vice president of sales for Hitachi Kokusai Electric America, Ltd, Broadcast & Professional Division. “We’re looking forward to demonstrating how our HDTV cameras can benefit even the most demanding HD productions by capturing breathtaking images very cost-effectively.”

At this prominent NY media industry show, Hitachi will feature its new SK-HD1200, a 3Gbps, native 1080/60p HDTV studio/field color portable camera first introduced at the 2012 NAB convention. This top-of-the-line HDTV camera captures outstanding 1,100 TVL resolution images by virtue of its three 2/3-inch RGB 2.3 million pixel UAIT (Ultra-Advanced) 1080-line progressive CCDs. This multi-format camera’s advanced 38-bit digital signal processing results in low-noise, high dynamic range pictures with an HD-SDI output applicable to any broadcast or post production standard.

Besides transparent signal transmission and camera power via SMPTE-311M hybrid optical fiber cable, this dockable 2-piece camera system is flexible in its configuration and control. The Hitachi CU-1200 camera control unit (CCU) can be addressed and controlled via the TCP/IP camera control network, and an optical routing system can connect multiple camera heads to any number of CCUs. Also, since one CCU can control two camera heads, this feature makes the camera ideal for stereo 3D HD production.

“Our SK-HD1200, as well as our popular, affordable Z-HD5000 studio/field portable camera, will be set-up in a typical studio configuration and outfitted with high-end HDTV lenses so visitors can see

their imaging capabilities first-hand," Moran continued. "With our varied and feature-rich line, we have HD cameras to fit every production need and budget."

The Hitachi Z-HD5000, an affordable studio/field HDTV camera system, has become very popular due to its appealing price performance. This broadcast-quality HDTV camera features 900 TV-lines of resolution, F10 standard sensitivity, and low noise 2/3-inch IT-CCDs. The lightweight, 2-piece dockable camera body can be configured with adapters for either digital optical fiber cable transmission or a Hitachi-patented fully digital triax system.

Hitachi will also show HDTV Point-of-View box cameras that are well suited for a variety of HD production and outdoor remote observation applications. This series includes the DK-H100 and the DK-Z50 1080/60i multi-standard HDTV cameras.

The DK-H100 and DK-Z50 will be shown in conjunction with the Eagle PT-E350 pan-tilt head, which supports pan/tilt/zoom of cameras up to 50 pounds. The PT-E350 has a pan range of 355 degrees and tilt range of 180 degrees, memorizes up to 64 preset combinations of position and lens settings, and can be remote controlled. Designed for outdoor use in inclement weather, the Eagle PTE-350 satisfies a wide range of HDTV applications, including remote traffic monitoring, remote newsgathering for broadcast television, HD production, and entertainment venues.

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 2009 (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, 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>. 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.



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

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

Robin Hoffman

Pipeline Communications

277 Valley Way

Montclair, NJ 07042

(973) 746-6970

cell: (917) 763-8069

www.pipecomm.com

News/Blog: www.pipelinecomm.wordpress.com

Follow: www.twitter.com/pipecomm

Google Profile: <http://www.google.com/profiles/robinhoffman7>