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NEW HITACHI HDTV CAMERA RAISES BAR ON PICTURE QUALITY AND OPERATIONAL EFFICIENCY

WOODBURY, New York, March 13, 2013 – At NAB 2013, Hitachi Kokusai Electric America will introduce the Z-HD6000 CMOS HDTV studio camera, featuring a new 2/3-inch CMOS camera processor at the 2013 NAB show taking place April 6-11 in the Las Vegas Convention Center. Hitachi Kokusai Electric America will exhibit in booth C4309.

With its 2.6 million pixel, 2/3-inch, 1920x1080 raster MOS RGB sensors, the new Z-HD6000 raises the bar on picture quality. The new Z-HD6000 improves operational and cost efficiency within studio environments because its camera head provides extra power, communication channels, and other built-in features not typically found in cameras of its class.

“We’ve designed the Z-HD6000 camera with integrated features that enhance the studio production workflow, while saving our customers money,” said Sean Moran, vice president of Sales, Broadcast & Professional Division at Hitachi Kokusai Electric America. “By incorporating useful operational features in the camera system, we’ve eliminated the need for external hardware and extra wiring; making our system simpler to use, integrate, and deploy.”

Access to power

Having built-in access points for extra power means that studio personnel can run a teleprompter in addition to a floor or studio monitor from the camera head without the need for external power sources. Joe Tymecki, chief technical officer of Vermont Public Television, owns four Hitachi SK-HD1000 digital HDTV studio cameras, which also have this feature. “Because the camera head provides a high amount of power for the teleprompter, it made integrating our system a lot easier,” said Tymecki. “It saved us the expense of the extra integration time and of having to acquire external power.”

Better communication

With built-in access to multiple communication channels, the Z-HD6000 also provides: two IFB channels for listen only, two aux feeds that can send video to the operator, two video feeds that can go

to talent and studio monitors, a second intercom channel for the floor manager or spotter, and a tally viewable in the talent prompter, among other features. "Occasionally we need a floor director or additional production talent who do not have access to wireless headsets," Tymecki explained. "It's nice when these extra production people can just plug into a camera head in the studio without impacting the camera operators."

The Hitachi Z-HD6000 also offers new features and functions including: 'no vertical smear', F12 standard sensitivity with over 60dB of signal-to-noise ratio, and an RLAC real-time lens aberration correction function. However, the Z-HD6000 also retains all the popular features and functionality inherent in the existing Hitachi HDTV camera line, such as: fiber or digital triax cable operation, external auto-setup, advanced color correction, and improved skin tone detail.

At the 2013 NAB Show, Hitachi will also exhibit the new SK-HD2200 full body HD production camera, featuring new 2/3-inch, 1080/60p progressively scanned Ultra-Advanced UAIT-CCDs; as well as the Hitachi SK-HD1200 native 1080/60p studio/EFP camera; SK-HD1000 dockable studio/field camera; Z-HD5000 HDTV studio/field camera; and DK-Z50 multi-purpose HDTV camera.

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.

Broadcast and professional video cameras made by Hitachi Kokusai Electric are synonymous for innovation and ultimate performance - Hitachi has been one of the most significant Japanese companies in developing 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.

www.hitachi-keu.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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