

FOR IMMEDIATE RELEASE

Contacts:

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

Robin Hoffman
Pipeline Communications
Tel. (973) 746-6970
Email: robinhoffman@pipecomm.com

Systems Integrator Encore Broadcast Relies On Hitachi Hdtv Cameras For House Of Worship Installs

WOODBURY, New York, March 26, 2013 – Systems integrator Encore Broadcast Solutions in Winter Springs, Florida, consistently relies on Hitachi HDTV studio field production cameras for house of worship installations throughout the state. The company recently installed Z-HD5000 cameras from Hitachi Kokusai Electric America at three churches: First Presbyterian of Orlando, First Presbyterian of Bonita Springs, and Faith Assembly of God in Orlando.

“The Z-HD5000 offers great functionality and is extremely easy to use,” said Jeff Cameron, Sales Engineer, Encore Broadcast Solutions. “With a lot of our projects, we’re looking for high-quality cameras with a reasonable price point that operate with fiber cable and can be portable. The Z-HD5000 fits these needs perfectly, which is why I’ve consistently used the camera in recent projects. In fact, overall, I continue to rely on Hitachi cameras and have done so for years.”

One of the churches that worked with Encore last year to upgrade to HD is First Presbyterian Church of Orlando. The church uses video to stream a formal service from the main auditorium to a 16' x 9' screen in a smaller room nearby that seats 300 people. The church also streams video of its services to the web. While some may use lower quality equipment for Internet streaming, Encore felt it was worth the investment to install broadcast quality equipment.

“Ultimately, you’re spending a bit more money for much better quality that will be seen on many computers and televisions. To enhance the Web viewing experience of the church’s followers, we chose high-quality video equipment while keeping a budget in mind. Hitachi’s Z-HD5000 was an ideal pick for the church,” explained Cameron.

According to Richard Swinson, Technical Arts Director, for First Presbyterian Church, “Our Hitachi cameras were an important part of our total HD upgrade. From HD images on screens in our traditional service, to HD broadcast of our contemporary service, and live HD streaming to our website, the high-quality imaging we capture with our Hitachi cameras stood out to our congregation immediately. It really makes a significant, positive difference to our members and viewers.”

Another church that recently installed Hitachi's Z-HD5000 cameras is First Presbyterian of Bonita Springs. Before the HD overhaul, the church used small consumer cameras. One of the design challenges for Encore was building a control room out of the church's attic. Because the control room wasn't near the main auditorium, they needed HD cameras with digital optical fiber CCU that allowed them to use I-MAG to broadcast sermons throughout the entire building. Three Hitachi's Z-HD5000 cameras equipped with optical fiber and FUJINON lenses are installed in the main auditorium of the church. The project included building a video and sound system in the church's overflow room, where services are streamed live to members who prefer to attend services in a more relaxed atmosphere.

Faith Assembly of God in Orlando also worked extensively with Encore to build its new campus. Three Hitachi Z-HD5000 cameras were installed in the main sanctuary's 2,700-seat auditorium. Two of the Hitachi cameras are equipped with Angenieux telephoto lenses and set in the sound booth in the back of the auditorium. The third Hitachi camera is on a jib equipped with a Canon wide angle lens. Faith Assembly uses video in a variety of ways, including live streaming of its services and concert productions to reach its audience in multiple continents.

Cameron said, "As a systems integrator, our goal is to choose high quality products that give our clients the best bang for their buck. With Hitachi's Z-HD5000 camera, I'm confident we're doing just that."

Jeff Cameron can be reached at (407) 448-3531 or jcameron@encorebroadcast.com

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.



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](https://twitter.com/pipecomm)
Google Profile: <http://www.google.com/profiles/robinhoffman7>