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News release

100 YEARS OF HITACHI CELEBRATED AT IBC 2010 WITH A CHALLENGE TO THE INDUSTRY

Hitachi Kokusai, one of the world's leading manufacturers of affordable, high performance Broadcast cameras, is celebrating Hitachi's centenary at this year's IBC show (Stand No: B50 Hall 11, RAI Centre, Amsterdam, 10-14 September 2010). The stand will showcase several new products including the new 1080p SK-HD1200 – the latest in the SK-HD family of HD broadcast cameras.

"In the dawn of this economically challenging decade, we're particularly proud to celebrate our 100th corporate anniversary," said Hitachi Kokusai Electric Europe's Managing Director Mr. Masahiko Kato. "Since 1910, Hitachi has been recognized throughout the world as a technology leader. More than ever we're committed to the European, Middle East and Middle African broadcasting markets and to providing outstanding service and support for our existing customers, as well as looking for new business opportunities."

The Hitachi Broadcast IBC 2010 stand will exhibit a superb range of new and existing products, with cameras developed as a result customer dialogue and input over the past few years. 3G and 1080p is the HDTV message from Hitachi. At the top of the list is the new 3G SK-HD 1200 camera offering full multi-format operation based on its 3 native 1080p 2/3 inch CCDs.

"Broadcasters and production companies in our region will make a serious error of judgment if they don't evaluate this camera for their current and future requirements" said Paddy Roache, Director and General Manager.

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The SK-HD 1200 is developed from our highly successful SK-HD1000 camera line, which was used extensively and rigorously during the Vancouver Winter Games by Canada's leading broadcaster CTV. The SK-HD 1000 with native 1080i and 720p options in triax and fiber is used extensively throughout Europe, the Middle East and Africa.

Hitachi is also proud to be demonstrating its latest Super Hi Vision camera system developed jointly with NHK of Japan. Come and see a demonstration of the future of television.

Two new point-of-view (P.O.V.) cameras are being introduced at IBC 2010. The DK-H100 and DK-Z50 share physical design, chassis, lenses and accessories. They both have 2/3-in IT CCDs, switchable 59.94/50Hz operation, simultaneous SMPTE-292M 1920x1080i, SMPTE-259M SD-SDI and analog (Y,Pb,Pr/RGBS) HD outputs, TCP/IP network control, motorized five-position filter wheel, variable shutter to 1/10,000sec., 14-bit ADC 38-bit DSP, full integration/compatibility with existing SK-HD1000/Z-HD5000 control panels and a newly developed "control teaming mode" that improves matched camera characteristics, performance and controls for 3D production rig applications.

About Hitachi

Hitachi Broadcast is the Broadcast Technology division of Hitachi Kokusai Electric Europe GmbH in EMEA. Hitachi Kokusai Electric Europe GmbH is a wholly owned subsidiary of Hitachi Kokusai Electric Inc Tokyo, Japan.

Hitachi, with headquarters 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-keu.com.

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