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News Release

Hitachi shows off its new DK-Z50 affordable HD point of view camera at IBC 2010

Hitachi Kokusai Europe, one of the world's leading manufacturers of affordable, high performance cameras, is exhibiting the new Hitachi DK-Z50 – an economical, compact, multi-format, HDTV box camera at IBC 2010 (Stand No: B50 Hall 11, RAI Centre, Amsterdam, 10-14 September 2010).



The high performance DK-Z50 is perfect for graphics stand, point of view and remote observation applications, with HDTV signal format outputs in 1080/59.94i or 1080/50i. Thanks to its 14-bit A/D converters and three 2/3- inch native 1080i CCD sensors the camera produces 800 TVL of resolution, F10@2000 Lux and HD Signal to Noise (SNR) level of 58db for a sharp, clean HD picture with outstanding high sensitivity and a low vertical smear specification.

The DK-Z50 has a versatile CCD shutter with five preset shutter speeds and the user can lock scan the camera video to images from asynchronous computer monitors, video walls or projectors without flicker. An Automatic Electronic Shutter (AES) maintains the video level with a fixed lens f-stop. Its digital signal processor provides advanced image handling and adjustment functions including knee saturation and auto-knee, 12 vector and linear matrix masking, skin tone masking, automatic skin tone detail circuits, variable detail boost frequency, special gamma, gray scale automatic setup and automatic shading.

To make life easier for the operator, the camera has an extensive range of user-friendly features including full auto, as well as four scene files to store and recall functions such as gain, detail, masking, gamma and other settings. White balance memories are provided for each scene file up to a total of nine memories (via the remote control panel). In addition, menu access is provided for iris level (fine adjustment) and iris peak/average selection. The camera has computer controlled real-time auto-white balance and an ECC (Electric Colour Compensating) filter.

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About Hitachi

Hitachi, which headquarters are 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.

About Hitachi Broadcast

Hitachi Broadcast is the broadcast technology department 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.

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