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## News Release

### **Hitachi's SK-HD1000: leading the way at IBC 2010** **Exceptional picture quality thanks to a horizontal resolution of 1100 TV lines**

**Hitachi Kokusai Electric is showcasing its family of dockable SK-HD1000 High Definition, multipurpose cameras at IBC (Stand No: B50 Hall 11, RAI Centre, Amsterdam, 10-14 September 2010). The SK-HD 1000 range of cameras are currently the only ones on the market which have a horizontal resolution performance of 1100 TV lines – delivering exceptional picture quality with incredibly low noise and ultra low vertical smear.**



SK-HD1000 range offers the first truly flexible dockable HD TV cameras on the market that allow multiple configurations thanks to their fibre optic, digital Triax cable and wireless transmission adapters. Available in native 1080i or 720p versions and with multiple outlet CCU's and several filter wheel options the SK-1000 feature a solid state HDTV recorder option utilising the Panasonic P2 format and a large lens studio adapter. The camera chain, CCU, RCP and Master Set-up are fully Ethernet controllable.

Coupled with their 14-bit A/D converters and Hitachi's advanced image processing the SK-HD1000 range achieves high sensitivity and a horizontal resolution performance of 1100 TVL or 800 TVL (in 720p mode) – as well as faithful video image reproduction and quality. All of the cameras have motorised filter wheels, and two models (SK-HD1000-S2 and SK-HD1000-S4) feature two motorised filter wheels to allow for both colour correction and depth of field adjustment.

For ease of set up and operation, the SK-HD1000 cameras are complemented by a range of accessories including a full studio adapter which enables the use of both hanger-type and bayonet-type lenses without removing the camera from the adapter, a choice of two camera control units for both studio and field production, and a digital triax system. The range of accessories also includes a new touch screen Set-Up control unit which enables adjustment of camera parameters in a multi-camera environment.

The control unit is connected directly to each CCU over a distance of up to 100 metres and can control up to 128 cameras when used in Ethernet mode. The new remote control unit has all the commonly used functions of the camera and has Ethernet connectivity and touch screen panel operation.

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The high quality is matched by a market leading low-noise circuit technology providing a signal to noise ratio of up to 60dB. Additionally, user set-up and scene file information can be stored in a plug in SD card to enable users to keep their adjustment data for when continuity is important – maintaining the characteristics of the production, even after a break in filming. The cameras also have motorised filter wheels with up to five filter positions.

Designed to provide flexibility and ease of operation for both the operators and broadcasters, the cameras are lightweight, ergonomic and have a low centre of gravity. The cameras have a wide range of features including focus assist, new film-like gamma tables, 12-vector and linear masking, flesh tone masking, automatic electronic shutter and ECC (Electronic Colour Correcting) filter.

Paddy Roache, Director and General Manager of Hitachi Kokusai Europe believes the company's success is down to providing broadcasters with the equipment they need, utilising the formats and connectivity that they want. He said: "There's a huge range of choice out there – do you buy a camera for studio use or for use in the field and what about progressive or interlaced scanning, solid state or taped-based recording, wired or wireless, fibre or Triax? And what about Ethernet connectivity?"

"That's why Hitachi has been the first to introduce this truly flexible dockable range of HD TV cameras. It's already having an immediate effect in helping to reduce costs in production budgets. But you don't need to take my word for it. Come onto our stand B50 and see it for yourself!"

**Ends**

### 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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