

News Release

FOR IMMEDIATE RELEASE

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Hitachi Introduces the world's First, Practical, 4K UHD, 2/3-inch optics production camera system.

The SK-UHD4000 provides normal TV production workflows in 4K by using existing HDTV 2/3-inch lenses.

Tokyo, Japan, 22 August, 2014 – Hitachi Kokusai Electric today announced that it has developed the SK-UHD4000, a broadcast 4K Ultra-HDTV camera system which uses the 2/3-inch B4 mount lenses of conventional (2K) HDTV broadcast cameras.

The use of standard HDTV lenses eliminates the need for optically degenerative lens mount adapters. This technological advantage allows broadcasters and production companies to effectively use their existing camera lenses to shoot video in 4K resolution, while capitalizing on well-established TV production workflows associated with normal HDTV cameras. The standard, UHD-1 aka 4K; is quickly becoming the mainstream high-end production picture recording format due to its high-resolution and delivery of faithful Television images.

The higher resolution and depth of modulation offered by the SK-UHD4000's image in 4K serves as the foundation for its outstanding, simultaneous, super-sampled 2K HDTV outputs. This new camera is a vast improvement in picture quality over the best known HDTV production cameras now on the market. It foremost provides effective solutions to some of the largest group of challenges faced by live sports and television studio production today...one of which is the lack of optical depth-of-field and ergonomic lens controls.

“The SK-UHD4000 is equipped with new 2/3-inch MOS sensors, that acquire video images with no-smear, high sensitivity, and high resolution, while increasing power

- more -

efficiency. New functional developments in lens' aberration corrections allow the SK-UHD4000 to generate the best possible image by correcting optical flaws found even in the most expensive HDTV lenses. The camera system comes equipped with tried and true functions and features specifically designed for TV Program production in the studio and in the field.

This new camera represents the new frontier in advanced Television acquisition and forges a roadmap to higher-order 8K products which HITACHI already manufactures and has exhibited the past 2 NAB shows" As announced today by Sean Moran, the company's VP of Sales and C.O.O.

This new 4K camera system will be showcased at the Hitachi Kokusai Electric booth at the upcoming IBC 2014 (Hall 11/Stand 11.D39), the largest international broadcasting convention in Europe. The convention is scheduled to be held from September 12 (Friday) to September 16 (Tuesday) in Amsterdam, the Netherlands. Pricing will be announced at the show, see the available Hitachi representatives at the IBC booth. Product demonstrations are already on the way in the Americas and performed by appointment only. Please Hitachi Kokusai Electric America to schedule your demonstration.

About the SK-UHD4000

Product & Model	Release Date	Delivery Schedule
SK-UHD4000 A broadcast UHD, 4K, 2/3-inc optics production TV camera system	October 2014	March 2015

Hitachi Kokusai Electric America website

<http://www.hitachikokusai.us>

About Hitachi

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges with our talented team and proven experience in global markets. The company's consolidated revenues for fiscal 2013 (ended March 31, 2014) totaled \$93.4 billion USD. Hitachi is focusing more than ever on the Social Innovation Business, which includes infrastructure systems, health care and others. For more on Hitachi, please visit the company's website at <http://www.hitachi.com>.

Hitachi Ltd. is a majority stakeholder of Hitachi Kokusai Electric whom is a world renowned manufacturer of innovative, high performance telecommunication products. Hitachi Kokusai Electric is one of the most significant Japanese companies developing advanced 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.

Hitachi Kokusai Electric America, Ltd. designs, markets and sells video cameras & systems, digital transmission, processing and recording devices for the broadcast television, cable, video production, and industrial vision markets.

For more information, please call (855) 891-5179-7200 or visit Hitachi's web site at <http://www.hitachikokusai.us>

Hitachi Kokusai Electric, Inc. (TSE, OSE: 6756), is a Hitachi, Ltd. group company.

Full versions of all press releases and product images are posted on the web site in the pressroom section: www.hitachikokusai.us

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