

# News Release

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## **Hitachi Z-HD6000 HDTV Cameras Facilitate Mobile Production Workflows for TNDV**

*Customer cites high price-to-performance ratio, exceptional quality in challenging production conditions for sports and live events*

**Woodbury, NY, May 13, 2015** — With seven trucks on the road, mobile production specialist TNDV has used up to 23 cameras for its largest live and broadcast events. A long-devoted user of HITACHI cameras, TNDV has now added five Z-HD6000 broadcast cameras to its arsenal.

Engineered to satisfy the highest TV production standards with a quick return on investment (ROI), TNDV will primarily use the Z-HD6000s on high-action sports and entertainment shoots.

According to TNDV President/Owner Nic Dugger, Hitachi integrates superior sensor and processing technologies within the Z-HD6000 for exceptionally high performance in challenging conditions, especially during live events with added visual elements or varied weather conditions.

“Hitachi has answered the challenge of providing affordable, high-performance HDTV broadcast cameras that elevate the level of image quality to its customers with a mid-range budget,” said Dugger. “The Z-HD6000 operates consistently across different conditions, delivering pristine quality while up against the dynamics of LED lighting, direct sunlight, overcast conditions and more. A great example was the recent NCAA Final Four Concert Series, where TNDV used these cameras to shoot outdoor musical performances

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outside the venue. The network cut between the concerts and the Final Four broadcast feed, with no change in picture quality.”

The Z-HD6000 employs three MOS-type imaging sensors, having almost no video noise while delivering great dynamic range and superb color rendition. The new 2/3-inch format MOS sensors allow a reduction in the device’s external support electronics and not only lower manufacturing costs, but additionally offer stable and precise operation throughout the life of the camera. This minimizes the total cost of ownership for the customer while delivering clean, exceptionally high-quality images thanks to HITACHI’s advanced digital signal processing.

Dugger adds that the feature-rich Z-HD6000 brings exceptional color and control to the acquisition stage – two hallmarks of HITACHI cameras that have kept TNDV a consistently happy customer over the years.

“One comment I continually hear from my crew is the superiority and accuracy of the black levels, which are rendered naturally without applying any further video enhancement functions,” said Dugger. “And the ability to dial up the Chroma saturation and color levels on pictures is something we can fully take advantage of with the Z-HD6000 and our other Hitachi cameras. Hitachi never sacrifices when it comes to the engineering side. All system components and performance on HITACHI HDTV cameras are on the par with any other competitor’s camera – at a far more attractive price point. We do broadcast events seen on TV on multiple networks virtually every night, and the Z-HD6000 gives us yet another powerful production tool for stunning image acquisition.”

The feature-rich Z-HD6000 additionally has no vertical smear, F12 standard sensitivity, over 1000 TV lines of native 1920[h] x 1080[v] pixel resolution as well as HITACHI’s RLAC [Real-Time Lens Aberration Correction function which automatically improves the optical performance of modern HD lenses. HITACHI has furthermore retained the popular functions and features of its previous HDTV cameras, including choice of fiber or digital triax cable operation, external auto-setup, comprehensive color correction functions, IP network control, dual memory skin tone detail, AC prompter power, and two intercom and IFB channels.

<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, manufacturers 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>

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