

# News Release

**FOR IMMEDIATE RELEASE**

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## **Hitachi Kokusai to Present HDR Expertise During NAB Show Express**

*Streamed session will look at the benefits of HDR for 1080p60 acquisition and the challenges of producing and delivering both HDR and SDR*

**Woodbury, NY, May 8, 2020** — Hitachi Kokusai Electric America, Ltd. (Hitachi Kokusai) was one of the first manufacturers to deliver High Dynamic Range (HDR) capable broadcast cameras, and has been a leader in promoting and educating industry professionals about HDR video acquisition. The company will continue this tradition next week with an informative presentation during the NAB Show Express digital experience.

While HDR is most commonly mentioned in conjunction with Ultra HD, 1080p60 HD video can also benefit from a dramatic visual improvement with HDR. In fact, HDR may have a greater impact on audience experiences than the added resolution of 4K at typical viewing distances. John J. Humphrey, Hitachi Kokusai's Vice President of Business Development, will explore these concepts in depth in his Broadcast Engineering and Information Technology (BEIT) Conference presentation "*High Dynamic Range for Full HD.*"

NAB Show Express will comprise three education channels that mirror traditional, in-person NAB Show experiences, each featuring eight hours of content streamed daily and available on-demand. Humphrey's presentation will be streamed in the BEIT Express linear webcast at 6:30pm EDT on Wednesday, May 13, and rebroadcast Thursday, May 14 at 2:30am EDT and 10:30am EDT. The video and slides will also be available in the on-demand repository for 120 days thereafter.

Featuring highlights from Humphrey's white paper "*HDR for Full HD*", the session will also look at the challenges of producing, mixing and delivering both standard dynamic range (SDR) and HDR signals, including newly developed techniques that allow video engineers to shade HDR cameras while using standard SDR monitoring and a "Single Master HDR" program production approach.

### **About Hitachi Kokusai Electric Inc.**

Hitachi Kokusai Electric Inc., headquartered in Tokyo, Japan, is a company that

manufactures broadcasting systems, security and surveillance systems, wireless communications and information systems. Fiscal 2018 (ended March 31, 2019) sales totaled 85,932 million Yen. For more information on Hitachi Kokusai Electric Inc., please visit the company's website at <http://www.hitachi-kokusai.co.jp/global/en/index.html>.

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