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HITACHI DELIVERS TWO SK-3020P HD STUDIO CAMERAS AND ONE DK-H32 HD REMOTE BOX CAMERA TO OLC EDUCATION AND CONFERENCE CENTER

WOODBURY, NEW YORK, June 24, 2008 - OLC Education and Conference Center, a state-of-the-art meeting and training facility in Rosemont, IL, recently purchased two Hitachi SK-3020P HDTV studio cameras and one DK-H32 HDTV robotic remote box camera to capture a high-definition view of complex surgical demonstrations conducted for medical personnel seeking to advance their medical skills. Formerly known as Orthopedic Learning Center (OLC), the facility hosts doctors from around the world who convene to observe prominent surgeons perform orthopedic, arthroscopic, maxilla-facial, and other advanced surgical demonstrations.

During these surgical demonstrations in OLC's HD studio, the Hitachi DK-H32 is positioned on a 10-foot jib arm that extends directly above the operating table enabling viewers to see over the surgeon's shoulder at the work he or she is performing, while keeping close-ups in focus. The two SK-3020P HDTV studio cameras dolly around the operating table to capture the entire presentation and surgical lecture. The 1080i presentations can be viewed on large HD LCD displays in OLC's Bioskills Lab, lecture rooms, and classrooms. OLC can also conduct realtime, two-way video conferences with other surgical facilities worldwide, as well as broadcast via satellite or Internet to global audiences.

“The superior, crisp picture quality produced by these Hitachi HD cameras is the key to giving OLC trainees a clear, detailed view of the surgeon’s hands and instruments as they cut and maneuver carefully around the delicate veins, nerves, and tendons within the human body,” said Donald Kornfeind, media director for Showmaker Media, in Bolingbrook, IL.

Besides designing and managing the facility’s upgrade to HD, Kornfeind also serves as the producer and technical director, switching and recording all live HD video productions that take place at OLC. Video signals from the Hitachi cameras, as well as fluoroscopes, x-rays, and other imaging devices, are switched with a Ross Synergy 1.5 M/E HD video switcher with Mackie 1604 audio board, Panasonic Pro HD video recorders, QuStream HD router and fiber infrastructure, and a plethora of converter boxes, among OLC’s arsenal of broadcast-quality HD gear.

“The Hitachi HD cameras are precise and reliable. They have successfully met and exceeded our expectations in this demanding application,” Kornfeind added. Prior to purchasing the new HD cameras, Kornfeind evaluated HD cameras from Sony, Ikegami, and Hitachi. He selected the Hitachi cameras based upon their impressive picture quality and feature set for the price, as well as his own positive experiences using Hitachi cameras while working as a freelance cameraman earlier in his career.

“We originally planned to buy two Hitachi SK-3010P cameras, but during the ordering process, the new SK-3020P Series became available,” Kornfeind said. “Hitachi gave us an automatic upgrade to the newer camera model.”

About OLC Education and Conference Center

Founded in 1995, OLC Education and Conference Center, in Rosemont, IL, has hosted medical training seminars and lectures at its facility which features a HD studio for surgical demonstrations, a HD control room, Bioskills Lab with 25 workstations and individual HD monitors, a lab lecture room accommodating up to 64 participants, and a classroom featuring large-screen HD displays. OLC, which supports closed circuit, satellite, and Internet broadcasting, upgraded from analog to all-digital 1080i HD in February 2007. Located five minutes from O'Hare Airport in Chicago, and next door to a Hyatt Hotel, OLC recently broadened its reach to encompass the meeting and training needs of a wide range of corporate/industrial companies. For more information, visit www.orthopaediclearningcenter.org

About Hitachi

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>. Hitachi Kokusai Electric, Inc., is a Hitachi, Ltd. (NYSE: HIT) 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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Editor's Note: Color product photographs are available upon request.

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