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New Psalmist Baptist Church Believes in Hitachi Cameras

WOODBURY, NEW YORK, December 13, 2010 – Baltimore's New Psalmist Baptist Church recently installed five Hitachi Z-HD5000 multi-format HD cameras within the 4,000-seat main sanctuary of its new multi-million-dollar worship center, known as The Holy City of Zion. Besides enhancing the worship experience for churchgoers, the high-def video is used to produce The Empowering Disciples Broadcast, a half-hour religious HDTV program produced weekly for over-the-air broadcast on WJZ-TV, the CBS affiliate in Baltimore.

"When we first saw these cameras at NAB in April 2010, we realized that their price point would enable us to meet our goal to offer broadcast-quality, high-definition video while sticking to our budget," says Minister Joshua Thomas, multimedia and creative arts technician for New Psalmist Baptist Church. "Hitachi put us in the best position to maximize our budget without compromising quality."

SD versions of The Empowering Disciples Broadcast are also delivered weekly to The Word Network, a religious network carried by DirecTV, as well as other local TV markets nationwide. Flash-encoded video of all Sunday services, led by Bishop Walter S. Thomas Sr., pastor of New Psalmist, also stream live on the church's Web site, extending the reach of the 8,000-member church to a virtually global congregation.

"The exceptional HD video produced by these Hitachi cameras enables our congregation to have a much richer worship experience," says Minister Thomas. "Also, having the ability to produce religious programming in HD is critical to attracting those television viewers who are accustomed to watching high-quality sports and entertainment on HDTVs. Despite our budget constraints, Hitachi has put us on the forefront of HD camera technology."

The Hitachi Z-HD5000 cameras are positioned around the sanctuary, with two cameras on pedestals, one on a tripod, one on a 25-foot jib and one operated handheld. The cameras, which were purchased through Professional Products Inc., a Hitachi dealer in Gaithersburg, Md., were outfitted with a variety of Fujinon HD lenses and configured with Hitachi CU-HD1000 SMPTE hybrid fiber camera control units (CCUs). With built-in distribution amplifiers, signal converters and native support for many SD/HD video formats, the CCUs increase the value of the Hitachi HD camera package.

The CCUs feed HD-SDI signals to a Ross Video Vision switcher, which in turn outputs the program to a Blackmagic Design Videohub, which routes it to three Digital Projection 1080p HD projectors in the main sanctuary and to HD LCD and plasma displays around the complex, such as the chapel, rehearsal hall and banquet hall. An AJA KONA card records the Videohub output onto a Mac hard drive for Apple Final Cut Pro editing. SongShowPlus worship presentation software is used to create lower-third supers of song lyrics and excerpts of scripture.

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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. (TSE, OSE: 6756), is a Hitachi, Ltd. (NYSE: HIT) group company.

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Editor's Note: Color product photographs are available upon request.

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