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## **Hitachi Kokusai Electric America Brings Latest Camera and Recording Innovations to Professional Products Tech Fair**

WOODBURY, NEW YORK, October 18, 2010 – Hitachi Kokusai Electric America, Ltd. (Booth #321) will exhibit at the Professional Products Technology Fair, [www.professionalproducts.com](http://www.professionalproducts.com), in Greenbelt, Maryland starting this Wednesday, October 20<sup>th</sup>. This year is the 20<sup>th</sup> anniversary of the fair – the largest dealer sponsored show in the United States. Broadcast and professional video, audio, data, control and presentations solutions will be on display during the course of the two-day exhibition.

This marks Hitachi's 20th appearance at the fair. "The Pro Products show has always been one of the most successful trade shows of the year for us," said Sean Moran, National Sales Manager, Hitachi Kokusai Electric America, Ltd. "It's an extremely targeted, motivated and enthusiastic audience. It's definitely one of the more anticipated exhibitions of the year."

Hitachi will have several new products on hand: the Z-HD5000 studio and field HD camera; the SK-HD100 native 1080i, multi-application, HD studio/field production camera; the CR-P2HD, a P2 HD-supported recording system; and the DK-H100 and DK-Z50 point-of-view cameras.

The Z-HD5000 is a portable and dockable HDTV studio and EFP camera, with native scan in 1080/59.94i or 1080/50i. The Z-HD5000 is a two-piece dockable camera offering the versatility and flexibility necessary for multipurpose applications including studio, field, and mobile video production. The camera can be docked to an optical fiber, triax, or RF wireless adapter, or a P2 HD recorder for standalone recording.

The high-end SK-HD1000 has three, 2/3-inch progressive scan 2.2 million pixel CCDs - with a high dynamic range. These allow the camera to produce an image with 1100 TVL resolution, with a SNR of 60db, at F11@2000 Lux. The camera provides both 60/50 Hz for NTSC and PAL applications.

The CR-P2HD is a P2 HD recording adapter for high-performance portable HDTV camera SK-HD1000 and Z-HD5000.

The DK-H100 and DK-Z50 POV cameras share physical design, chassis, lenses and accessories. The difference in the two cameras is in the sensors used. The DK-H100 has 2.3 million pixel IT-CCDs employed in the top-of-the-line SK-HD1000. The DK-Z50 employs the same sensor as the existing Z-HD500 HDTV camera.

### **About Hitachi**

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 400,000 employees worldwide. Fiscal 2009 (ended March 31, 2009) consolidated revenues totaled 10,000 billion yen (\$102.0 billion). The company offers a wide range of systems, products and services in market sectors including information systems, electronic devices, power and industrial systems, consumer products, materials, logistics and financial services. For more information on Hitachi, please visit the company's website at [www.hitachi.com](http://www.hitachi.com).

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.

Full versions of all press releases and product images are posted on the web site in the pressroom section: [www.hitachikokusai.us](http://www.hitachikokusai.us)

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

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