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Contacts:

Emilio Aleman
Hitachi Kokusai Electric America, Ltd.
516.682.4406
emilio.aleman@hitachikokusai.us

Robin Hoffman
Pipeline Communications
973.746.6970
robinhoffman@pipecomm.com

University of Idaho Uses Six Hitachi Cameras to Produce HD Video for Idaho Vandals' Football Webcasts and Large-Screen Display

WOODBURY, NEW YORK, October 17, 2012 – Hitachi Kokusai Electric America, Ltd., today announced that the Video Production Center (VPC) at the University of Idaho, in Moscow, Idaho, uses six Hitachi Z-HD5000 HDTV studio/field production cameras to produce high-definition video during Idaho Vandals football games.

At the ASUI-Kibbie Dome, the University of Idaho's 16,000-seat covered football field where the Division 1 Western Athletic Conference team plays, the VPC produces game-day entertainment including highlights and replays that display on the stadium's 20x10 foot Daktronics display, as well as the Dome's HD Cable TV system, and the VandalXtra live game webcast.

As U-Idaho's in-house video production service, the VPC also produces and webcasts HD video of convocations and commencements held at Kibbie, as well as the Lionel Hampton Jazz Festival, a prestigious, annual jazz music event that draws thousands of visitors to the University.

"While we bought these new Hitachi HD cameras to replace aging SD cameras, they've taken our video production to a whole new level," said Dave Tong, manager/producer for the Video Production Center, which is part of the Creative Services unit of U-Idaho's Communications and Marketing department. "These cameras give us great picture quality, dependable performance, and useful, convenient features—like the ability to store operator settings for faster easier setup at future events."

Equipped with Fujinon XA20sX8.5 HD lenses, the six Hitachi Z-HD5000 cameras are workhorses that are constantly on the go. They are part of a fly pack that includes a NewTek TriCaster 855 integrated production switcher, NewTek 3Play 820 HD replay system, and Sony HVR1500A HDV/DVCAM VTR, along with six Hitachi CU-HD500 camera control units and six Hitachi RU-1000VR remote control units.

The gear is packed into four road cases and transported by van wherever events are taking place on campus, including the Kibbie Dome, the University Auditorium, the Idaho Commons as well as the VPC's own studio within the Student Union Building (SUB).

The purchase of the cameras coincided with the University's 2011 renovation of the Kibbie Dome—which included new skyboxes, safety improvements, and fiber cabling runs—that was financed by state funding as well as private donations. VPC took that opportunity to obtain its own financing to upgrade the Kibbie Dome's video production control room, including broadcast quality HD cameras that could maximize the fiber cabling and the new HD TV system in the suites, club deck, and press box areas, including the official's replay review system.

"We chose the Hitachi Z-HD5000's because their three 2/3-inch CCDs produce superior native 1080i HD imaging and the fiber adapters take full advantage of the stadium's fiber cabling," Tong explained. "The CCU's integrate all the operational features we were looking for at an economical price." The CU-HD500 CCU provides many features including two tally lights, two return video sends, power, two intercom channels, and a dedicated teleprompter channel per camera.

"Before we started using these Hitachi cameras, we were spending a lot of time resolving technical issues or searching for spare parts," Tong continued. "They've proven to be high-quality yet cost-effective camera systems in every regard."

The Hitachi cameras capture every aspect of Idaho Vandals football, including game action, crowd shots, fan appreciation activities, and the team's entrance from the tunnel onto the field. The TriCaster ISO-records camera signals and the program on its hard drives, webcasts live shows, outputs video for big-screen display, and outputs video to the Sony HDV VTR.

U-Idaho webcasting also gives a global audience the chance to appreciate cultural and arts events taking place at the University, such as the Lionel Hampton Jazz Festival, a premiere jazz music event now in its 44th year. Student performances at the Young Artist Concerts can be seen live or on demand at the University's website, or purchased as commemorative DVDs. The Hitachi cameras also provide the IMAG for the concerts inside the Kibbie Dome during the festival, which features world-class jazz musicians.

The Hitachi package was purchased through Hitachi dealer VMI, Inc., in Spokane, WA.

About the University of Idaho

The University of Idaho inspires students to succeed and become leaders. Its land-grant mission furthers innovative scholarly and creative research to grow Idaho's economy and serve a statewide community. From its main campus in Moscow, Idaho, to 70 research and academic locations statewide, U-Idaho emphasizes real-world application as part of its student experience. It is home to the Vandals, and competes in the Western Athletic Conference. Through the university's \$225 million

Inspiring Futures capital campaign, private giving will enhance student learning, faculty research, innovation, and a spirit of enterprise.

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.

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

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

Descriptions for images from the University of Idaho Video Production Center.

Univ of Idaho DSC_5505.jpg Photo by Melissa Hartley, UI Photo Services

University of Idaho VPC crew member Geoff Keller gets a shot of Athletic Director Rob Spear presenting the football to the game sponsor, with a Hitachi Z-HD5000 during the Idaho Vandals homecoming football game in the ASUI-Kibbie Dome, Oct. 6, 2012.



Univ of Idaho FY13098_10_0467.jpg Photo by Melissa Hartley, UI Photo Services

Jake Cutshall, Video Production Specialist at the University of Idaho's Video Production Center, uses six Hitachi RU-1000VR CCU Controllers to shade cameras in the University of Idaho Video Production Center's control room during an Idaho Vandals football game on October 6, 2012.



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Univ of Idaho PHS_7625.jpg Photo by Melissa Hartley, UI Photo Services

University of Idaho VPC crew member Shannon Williams runs a Hitachi Z-HD5000 camera from an end zone position during the Idaho Vandals football game in the ASUI-Kibbie Dome, Oct. 6, 2012.



Hitachi Kokusai Electric America, Ltd., 150 Crossways Park Drive, Woodbury, NY 11797, U.S.A.

Tel: (516) 921-7200; Fax: (516) 496-3718; website: www.hitachikokusai.us

Robin Hoffman

Pipeline Communications

277 Valley Way

Montclair, NJ 07042

(973) 746-6970

cell: (917) 763-8069

www.pipecomm.com

News/Blog: www.pipelinecomm.wordpress.com

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Google Profile: <http://www.google.com/profiles/robinhoffman7>