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Contacts:

Emilio Aleman  
Hitachi Kokusai Electric America, Ltd.  
516.682.4406  
[emilio.aleman@hitachikokusai.us](mailto:emilio.aleman@hitachikokusai.us)

Robin Hoffman  
Pipeline Communications  
Tel. (973) 746-6970  
Email: [robinhoffman@pipecomm.com](mailto:robinhoffman@pipecomm.com)

**DALLAS-BASED GEMINI LSV ACQUIRES THREE HITACHI HD STUDIO CAMERAS FOR EXPANDING VIDEO DEPARTMENT**

**WOODBURY, New York, March 20, 2013**– Hitachi Kokusai Electric America, Ltd., a leading provider of affordable, high performance cameras, today announced that Gemini Light, Sound, Video (GeminiLSV) - a Dallas, Texas-based rental and production company - recently acquired three new Hitachi Z-HD5000 HDTV studio/field production cameras.

While GeminiLSV is renowned for its stage lighting, sound services, and equipment rental business, the company purchased the three new Hitachi HDTV cameras in an effort to expand and strengthen its video production business.

In the first three months since the Hitachi cameras arrived, they've been used to produce HD video on-location for a wide range of corporate events, including conferences and expos, where big-screen HDTV digital projection, LED video walls, and other video displays play a prominent role. The GeminiLSV camera operators can use the Hitachi Z-HD5000's on tripods, on a jib, or in shoulder-mount configuration, depending upon the needs of the job.

"The biggest selling point of these cameras for us was the ability to use digital optical fiber cable for transmission, which is extremely cost-efficient," said John Stem, video department manager, for GeminiLSV in Dallas, Texas. "We also like that the Hitachi Z-HD5000 is a 2/3-inch HD camera that produces a brilliant picture. It's dockable so we can dock it with a sled if we need to. All in all, it's a very versatile piece of gear for us."

The Hitachi Z-HD5000 features three high-sensitivity, high-resolution, low noise 2/3-inch IT-CCDs in a lightweight 2-piece dockable camera body. It produces 800 TVL of resolution, F10 standard sensitivity, 58dB HDTV signal to noise ratio, and 14-bit analog to digital conversion, utilizing high-performance Hitachi DSPs.

GeminiLSV's Hitachi Z-HD5000 camera package also included three Hitachi CU-HD500 camera control units, an RU-1000VR control panel for remote camera setup, digital optical fiber camera adapters, and Fujinon 25x HD lenses.

"Our clients expect the highest quality equipment and services from us, and we keep this in mind with every new piece of equipment we buy," said Stem, who joined GeminiLSV one year ago to expand its video department. "Right now our focus is on offering high-end video production services, but we plan to broaden into camera rentals as our HD video camera inventory expands."

### **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).

Broadcast and professional video cameras made by Hitachi Kokusai Electric are synonymous for innovation and ultimate performance - Hitachi has been one of the most significant Japanese companies in developing broadcast camera technology.

Hitachi launched the first portable Professional Video Camera that could directly compete against studio-cameras in the early 90s - a technical revolution in its time. The company is also responsible for the development of digital TRIAX-technology.

Today Hitachi is even more successful in developing and providing high-end broadcast technology. It is committed to meeting the needs of its users today, while helping to forge a migration path for tomorrow. Studio productions, documentaries, sports or live-events, Hitachi offers sophisticated camera systems for a wide range of production techniques.

[www.hitachi-keu.com](http://www.hitachi-keu.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.



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](http://www.hitachikokusai.us)

Robin Hoffman

Pipeline Communications

277 Valley Way

Montclair, NJ 07042

(973) 746-6970

cell: (917) 763-8069

[www.pipecomm.com](http://www.pipecomm.com)

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