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**CATHOLIC UNIVERSITY OF SANTIAGO CHILE, CHANNEL 13 PURCHASES
HITACHI HDTV CAMERAS**

Chile's oldest and most prestigious television channel, Universidad Católica "UC13" ordered 9 HITACHI SK-series HDTV studio production cameras for the first phase of its DTV transition process.

WOODBURY, NEW YORK, JANUARY 19, 2007 – Chile, having one of South America's most fruitful economies and advanced telecommunications infrastructure is very well poised to quickly implement and adopt the North American ATSC HDTV standard. To maintain its national market leadership, UC13 will quickly start production of premium TV programs for air, satellite and cable distribution. HITACHI KOKUSAI ELECTRIC AMERICA has been awarded the order for 9 High Definition SK-3020P studio and field production cameras from the Santiago-based Universidad Católica Channel 13 "UC13". This initial order being the first of a series of HITACHI cameras to be implemented in one of its largest TV production studios.

The main decision factor used for the acquisition of HITACHI HDTV is that UC13 has had a long-standing relationship with HITACHI and decided to strengthen and prolong its trust in advanced HITACHI digital TV communication products.

"Our experience with HITACHI SDTV cameras spans more than 10 years. During such time, we have come to trust the superb performance and reliability of HITACHI cameras for our daily studio and field productions. HITACHI's has provided UC13 with valuable customer support, training, and national representation from Videomedia which were also a major factor in our purchasing decision. This, coupled with an attractive commercial offer, made the negotiations with HITACHI a worry-free experience" said Mr. Carlos Daza, Operations Director of UC13.

The SK-3020P HDTV cameras benefit UC13 by employing the latest generation of 2/3-inch CCD imagers with full raster HDTV 1920 (H) x 1080 (V) pixels that provide uncompromising resolution performance and picture fidelity. The SK-3020P's F11 standard sensitivity with SMPTE311M hybrid optical fiber cable digital transmission based on SMPTE274M (1080i) standards guarantee complete transparency in the transmission from the camera to the CCU (Camera Control Unit). HITACHI currently offers one of the smallest and lightest CCUs on the market making them ideal for O/B trucks and other space limited applications due to its 2RU high side-by-side rackmount configuration. Operator control panels are simple and intuitive to use, an essential feature that is HITACHI's present design concept.

“HITACHI’s advanced digital HDTV cameras are of World-Class ratings and performance. UC13 realizes this and has appreciated the build quality and reliability of its SK-series cameras during many years of rigorous studio and field productions. We are proud to have UC13 as one of our biggest and most prestigious customers in South America and look forward to providing outstanding HDTV cameras and customer support in the years to come” as stated by Mr. Tyke Manalang, HITACHI’s Latin America Sales Manager.

Hitachi Kokusai Electric, Inc. & Hitachi Kokusai Electric America designs, manufactures and markets HDTV, SDTV and Industrial video cameras for the Americas’ Broadcast television, cable, government, video production and institutional markets. For more information, please call (516) 921-7200, visit our website at <http://www.hitachikokusai.us> or send an Email to info@hitachikokusai.us .

Full versions of all Press Releases and product images will be posted on the web site in the pressroom section

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Editor’s note: Color product photographs are available upon request.

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