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## **HITACHI KOKUSAI Celebrates HITACHI Ltd's 100 Years of Market-leading Products and Innovations at NAB-2010**

WOODBURY, New York, March 8, 2010 — Hitachi Kokusai Electric America, Ltd., a leading provider of affordable, high performance cameras, will celebrate HITACHI Ltd's 100-year anniversary at this year's NAB show in Las Vegas (Booth Number C4309). A new booth design as well as new products will be the highlight of the company's NAB show participation.

"In the dawn of this economically challenging decade, we're particularly proud to celebrate our 100<sup>th</sup> corporate anniversary," said Hitachi Kokusai Electric America's new presidential appointment Mr. Yuichi Otsuka. "Since 1910, Hitachi has been recognized throughout the world as a technology leader. More than ever; we're committed to the American broadcasting market and to providing outstanding service and support for our existing customers, and looking for new business opportunities."

The new Hitachi Kokusai NAB-2010 booth will exhibit several relevant and important products, driven by customer input over the past few years. The product offerings will include a sampling of its HDTV product line. Products ranging from cameras, encoders, digital microwave systems to ISDB-T transmitters will be exhibited.

Among the products being shown, Hitachi's SK-HD1000 camera line was recently used extensively and rigorously during the Vancouver Winter Games by Canada's leading broadcaster CTV. . The SK-HD1000 camera system employed an advanced Internet control system provided significant savings in terms of operators needed to control the cameras. The SK-HD1000 and Z-HD5000 camera systems can be configured and controlled using off-the-shelf IT routing and switching equipment.

Two new point-of-view (P.O.V.) cameras are being introduced at NAB this year. The DK-H100 and DK-Z50 share physical design, chassis, lenses and accessories. they both have: 2/3-in IT CCDs; switchable 59.94/50Hz operation; simultaneous SMPTE-292M 1920x1080i; SMPTE-259M SD-SDI and analog (Y,Pb,Pr/ RGBS) HD outputs; TCP/IP network control;

motorized five-position filter wheel; variable shutter to 1/10,000sec.; 14-bit ADC; 38-bit DSP; full integration/ compatibility with existing SK-HD1000/ Z-HD5000 control panels and; a newly developed "control teaming mode" that improves matched camera characteristics, performance and controls for 3D production rig applications. 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. All new product pricing will be announced at the NAB show.

"Hitachi Kokusai is exhibiting several notable technologies," said Hitachi Kokusai Electric America National Sales Manager Sean Moran. "We've fortified our commitment to providing the best value in production HDTV cameras with a new lower-priced configuration of our popular Z-HD5000 fiber-optic HDTV camera system. And with the mindshare being captured by 3D-HDTV, Hitachi continues to develop the advanced visual technologies that are embraced by the market."

A real-time HD production workflow system will be exhibited between the Hitachi Kokusai Electric America booth and the Hitachi Data Systems/SAN Solutions booth (SL2327) that employs existing HITACHI technology, enabling the user to wirelessly transmit, capture and make immediately available HD content for production and post-production workflows implemented in HITACHI enterprise-class servers and storage.

### **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 2008 (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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