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HITACHI KOKUSAI TO DEMO RANGE OF TECHNOLOGIES AT UPCOMING INFOCOMM SHOW

WOODBURY, New York, May 31, 2010 – Hitachi Kokusai Electronic America, Ltd., a leading provider of affordable, high performance cameras, will exhibit several broadcast and professional camera products at this year's Infocomm in Las Vegas, along with the Hitachi Digital Media Division (Infocomm Booth Number C5056.) Exhibits at the show run from June 9th to 11th.

“Infocomm is the most forward-looking Pro AV industry event in the world,” said Sean Moran, Hitachi Kokusai Electric America National Sales Manager. “The Infocomm Show awards Hitachi the chance to exhibit presentation and display products as well as state-of-the-art, broadcast camera packages to the many Pro AV professionals in attendance. Hitachi not only offers high-end production HDTV cameras, but also cost-effective models commonly found in security, institutional, medical, industrial, and government industries. We continue to develop technologies embraced by the professional video market.”

The Hitachi Infocomm booth will exhibit a range of products, from cameras that address high-end production to video-conferencing and other lower-cost models. One of the products to be shown is the first HDTV model camera in Hitachi's Z Series product line - the Z-HD5000/ CU-

HF500 HDTV studio and EFP camera with digital CCU. Targeting a diverse customer base—spanning TV stations, educational institutions, corporations, religious and cable facilities—the Z-HD5000 is a two-piece dockable camera offering the versatility and flexibility necessary for multi-purpose 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.

Also on display will be the SK-HD1000 state-of-the-art, multi-standard, multi-format studio and field HDTV production camera. The SK-HD1000 is a lightweight, two-piece dockable camera that offers maximum reconfiguration ability. The 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.

Hitachi will also exhibit two point-of-view (POV) cameras at their Infocomm booth -- the DK-H100 and DK-Z50. Recently introduced, the POV cameras share physical design, chassis, lenses and accessories. Both have 2/3-inch IT CCDs, switchable 59.95/50Hz operation, simultaneous SMPTE-292M 1920 x 1080i, SMPTE-259M SD-SDI and analog HD outputs, TCP/IP network control and motorized, five-position filter wheel. The DK-H100 and DK-Z50 POV cameras also share variable shutter to 1/10, 000s, 14-bit ADC, 38-bit DSP, full integration/compatibility with existing SK-HD1000/Z-HD5000 control panels and a new control teaming mode that improves matched camera characteristics, performance, and

controls for 3-D production rig applications. The distinguishing factor for the two cameras is the sensors they use. The DK-H100 has 2.3 million-pixel IT-CCDs employed in the SK-HD1000, while the DK-Z50 utilizes the same sensor as the Z-HD500 HDTV camera.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2009 (ended March 31, 2010) consolidated revenues totaled 8,968 billion yen (\$96.4 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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

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