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News Release

Hitachi's SK-HD1200: 1080p and 1100 TV lines Exceptional picture quality from an exceptional camera

Hitachi Kokusai Electric is showcasing the latest member of its family of dockable SK-HD High Definition, multipurpose cameras at IBC (Stand No: F51 Hall 11, RAI Centre, Amsterdam, 9-13 September 2011). The SK-HD1200 is a high-performance portable HDTV Studio and EFP camera, with three 2.3 million pixel 1080p CCDs.



The SK-HD1200 provides outstanding performance delivering sharper and cleaner HD images thanks to its 14-bit A/D converters and Hitachi's implementation of the latest digital processing technology. Like the other cameras in the SK-HD range, the SK-HD1200 has a high sensitivity and a horizontal resolution performance of 1100 TV lines – delivering exceptional picture quality with incredibly low noise and ultra low vertical smear.

SK-HD cameras are the first truly flexible dockable HD TV cameras on the market that allow multiple configurations thanks to their fibre optic, digital Triax cable and wireless transmission adapters. They also feature a solid state HDTV recorder option utilising the Panasonic P2 format and a large lens studio adapter. In addition, they are fully controllable from remote and distant locations with Ethernet connectivity.

The SK-HD1200 features 2/3-inch 2.3 million pixels native 3 x CCD with micro lenses and digital multi speed signal processing circuits to deliver outstanding performance and image quality. Coupled with their 14-bit A/D converters and Hitachi's advanced image processing the SK-HD1200 achieves high sensitivity and a horizontal resolution performance of 1100 TVL – as well as faithful video image reproduction and quality. The camera also has a motorised filter wheel with four filter positions.

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For ease of set up and operation, the SK-HD1200 camera is complemented by a range of accessories including a full studio adapter which enables the use of both hanger-type and bayonet-type lenses without removing the camera from the adapter, an easy to use camera control unit and a digital triax system. Finally a new remote control unit has all the commonly used functions of the camera and has Ethernet connectivity and touch screen panel operation.

The high quality is matched by a market leading low-noise circuit technology providing a signal to noise ratio of up to 60dB. Additionally user set-up and scene file information can be stored in a plug in SD card to enable users to keep their adjustment data for when continuity is important – maintaining the characteristics of the production, even after a break in filming.

Designed to provide flexibility and ease of operation for both the operators and broadcasters, the SK-HD1200 is a lightweight and ergonomic camera with a low centre of gravity. The camera has a wide range of features including quick focus, a range of film look gamma tables, 12-vector and linear masking, flesh tone masking, automatic electronic shutter and ECC (Electronic Colour Correcting) filter.

Paddy Roache, Director and General Manager of Hitachi Kokusai Europe believes the company's success is down to providing broadcasters with the equipment they need, utilising the formats and connectivity that they want. He said: "Hitachi has spent the last 100 years innovating and developing technology that delivers a performance that lives up to its promises. The SK-HD1200 is the latest in a family of high definition cameras which are leading the market in terms of horizontal resolution, picture quality and ease of use.

"So why not come and see the camera in action on our stand at IBC. We know you'll be impressed!"

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