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News Release

Hitachi's SK-HD2000 & SK-HD2200(1080P) Studio body models

Exceptional picture quality from an exceptional camera

Hitachi Kokusai Electric is showcasing the latest members of its family of SK-HD High Definition, multipurpose cameras at IBC (Stand No: F51 Hall 11, RAI Centre, Amsterdam, 9-13 September 2011). The SK-HD2200 is a high-performance portable HDTV Studio and EFP camera, with three 2.3 million pixel 1080p CCDs.



The SK-HD2200 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-HD2200 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.

The SK-HD2200 & SK-HD2000 cameras are the Studio body versions of the SK-HD1200 and SK-HD1000 dockable HD TV cameras respectively. The SK-HD2200 features 1080P 2/3-inch 2.3 million pixels native 3 x CCD with micro lenses and the SK-HD2000 has native 1080i CCDs. Both have 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 both models achieve high sensitivity and a horizontal resolution performance of 1100 TVL – as well as faithful video image reproduction and quality. The camera also has dual motorised filter wheels with five filter positions each.

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For ease of set up and operation, the SK-HD2200/2000 cameras are complemented by a range of accessories including an easy to use camera control unit, a range of remote control units with all the commonly used functions of the camera. The top of the range RU-1500JY panel has Ethernet connectivity option, SD card slot 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-HD2200 is an ergonomic camera with a low centre of gravity and viewfinder position closer in line with the lens. The camera has a wide range of features including quick focus, a range of film look gamma tables, 12-vector colour corrector and linear masking, flesh tone masking, external chart auto-setup and lens files.

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-HD2200/2000 are 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.

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