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News Release

# Hitachi shows off its new Z-HD5000 portable HDTV studio and EFP camera at CABSAT 2011

**Hitachi Kokusai Europe, one of the world's leading manufacturers of affordable, high performance cameras, is exhibiting the new Hitachi Z-HD5000 portable, dockable HDTV studio and EFP camera, with HDTV signal format outputs in 1080/59.94i or 1080/50i, CABSAT MENA 2011 (Stand No: S2-A21, Dubai International Exhibition Centre, 8 - 11 February 2011). The Z-HD5000 is the first HDTV model camera in the company's popular, affordable Z Series product line.**

"Leveraging the company's extensive digital signal processing expertise, Hitachi developed the new Z-HD5000 to offer customers superior price performance – with uncompromised quality and functionality at a great value," said Cemal Yilmaz, Hitachi Kokusai Europe's broadcast Marketing Manager. "The Z-HD5000 offers a satisfying compromise between the superior performance and functionality of high-priced HDTV cameras and the limited functionality of inexpensive, low-end HD camcorders. It's designed to appeal to Z Series customers who want to move up to HDTV without sacrificing quality and reliability or breaking the budget."

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 multipurpose 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. Offering high light sensitivity coupled with low vertical smear, the Z-HD5000's three 2/3- inch native 1080i CCD sensors produce 800 TVL of resolution, F10@2000 Lux, and HD Signal to Noise (SNR) level of 58db for a sharp, clean HD picture.

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These specifications compare favourably with Hitachi's high-end SK-HD1000's 2/3-inch progressive CCDs producing 1100 TVL resolution, F10@2000 Lux, and 60db SNR. While the SK-HD1000 has a motorized filter wheel, the Z-HD5000 has a manual filter wheel. But both camera models utilize the same state-of-the-art 14-bit A/D converters and processing.

Lightweight for on-shoulder portability, the Z-HD5000 features: a versatile CCD shutter with five preset speeds; Automatic Exposure System (AES) that maintains the video level with a fixed lens F-stop; and the ability to lock scan the camera video to images from asynchronous computer monitors, video walls, or projectors without flicker. It also offers a wide range of set-up features, including: 12-Vector and Linear Matrix masking for hue and saturation levels, Skin Tone masking and automatic skin tone detail circuits, Quick Focus, Knee Saturation and Auto Knee, Gray Scale and Automatic Shading, user-programmable switches, and a choice of black/white or color viewfinder displays.

**About Hitachi Broadcast**

Hitachi Broadcast is the broadcast technology department of Hitachi Kokusai Electric Europe GmbH in EMEA. Hitachi Kokusai Electric Europe GmbH is a wholly owned subsidiary of Hitachi Kokusai Electric Inc Tokyo, Japan.

**About Hitachi**

Hitachi, which headquarters are 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.

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