

For release: September 2010

News Release

Hitachi helps NHK to deliver Super Hi-Vision at IBC 2010

Hitachi Kokusai has developed Super Hi-Vision cameras with Japan's national broadcaster, NHK, to enable the company to once again demonstrate its Super Hi-Vision system at IBC 2010.

At 16 times more resolution than standard HDTV and thanks to its 33 megapixel sensors, the system delivers a picture measuring an astonishing 7,680 pixels x 4,320 lines at 60 progressive frames a second. And that's accompanied by ear bending 22.2 audio channels for truly lifelike and immersive surround sound.



The Directors of Hitachi Kokusai invite you to come and see the amazing picture quality on our booth.

Hitachi Kokusai, one of the world's leading manufacturers of affordable, high performance cameras, is celebrating Hitachi's centenary at this year's IBC show (Stand No: B50 Hall 11, RAI Centre, Amsterdam, 10-14 September 2010) and will showcase several new products including a new 1080p SK-HD1200 – the latest in the SK-HD family of HD broadcast cameras. The Super Hi-Vision system, which has been developed by NHK in partnership with a number of leading technology, broadcast and media companies, was first demonstrated in 2008 at IBC.

In the short to medium term Super Hi-Vision will be used at major sports events like the Olympics and the FIFA World Cup on large screen displays for community viewing of sports or special events as well as wall-sized displays showing dramas and concerts for an amazingly immersive experience.

More/over...



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Paddy Roache, Director, Hitachi Kokusai Europe, said: “The introduction of HDTV across the world has shown there is a real appetite for stunning picture quality. The screens on which people watch TV are getting larger and more sophisticated – and there’s no sign of that declining. Super Hi-Vision may not be available to households yet, but it is leading the way in terms of technical innovation and expertise. Hitachi is very proud to have been part of this technological development with NHK – especially as we’re celebrating our centenary of being in business. It just goes to show how much we have achieved in 100 years!”

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