

Inspiration and innovation



Hitachi has been synonymous with broadcasting innovation since it entered the European market over 40 years ago.



Paddy Roache, who heads up the UK operation and specialises in broadcast and professional video, believes that its success is down to providing broadcasters with the equipment they need, utilising the formats and connectivity that they want. As he says: "There's a huge range of choice out there – do you buy a camera for studio use or for use in the field and what about progressive or interlaced scanning, solid state or taped-based recording, wired or wireless, fibre or Triax?"

"That's why Hitachi has been the first to introduce a truly flexible dockable HD TV camera – the SK-HD1000 – which is already having an immediate effect in helping to reduce costs in production budgets. Built specifically for the European and Middle East market, it's the only camera on the market that allows multiple configurations with its fibre optic, digital Triax cable and wireless transmission adapters. Plus it has a solid state HDTV recorder option utilising the Panasonic P2 format.

"The SK-HD1000 has a low centre of gravity and lightweight ergonomic design - optimised for on-shoulder production, yet still providing full studio camera quality.

"But you don't need to take my word for it. Come onto our stand F34 and see it for yourself."

Sporting Achievement

During 2008, Hitachi supplied over 70 DK-H32 HD cameras to CameraCorps – the leading UK supplier of sports broadcasting systems who provided camera systems to all the world's

major sports events including the recent Olympic Games in Beijing.

In the UK for the Premier League, Arena TV is using Hitachi DK-H32 HD cameras on hotheads for the goal line, giving a fantastic view to millions of soccer fans. As James Bonnar, chief executive, Arena Television says: "There were few small box cameras on the market at that time that could provide the high quality images we required. However the Hitachi DK-H32 was



ideally suited for "point of view" and remote application – and being an HD camera, it offered superb image quality. "

Middle East

The Holy Mosques at Makkah (Mecca) and Madina are the focus for Muslims worldwide. The Government of Saudi Arabia preserves and protects the holy sites and works with Saudi TV to broadcast prayers five times a day, 365 days a year from the Mosques to the Muslim world.

Saudi Arabia's Ministry of Culture and Information have completed an extraordinary project to deliver High Definition broadcasts during the annual Hajj pilgrimage in December 2008. As part of the project Hitachi is supplying SK-3200 High Definition cameras in one of the biggest single orders for HD cameras in the Middle East.

The SK-32B has been designed specifically for robotic/pan/tilt operations but still provides the same performance as its studio and portable equivalents. The Ministry of Culture and Information in Saudi Arabia is committed to provide end-to-end progressive scanning so the cameras have native 720p/50 progressive scan CCDs.



Wheel success

One particular area of growth has been the demand for HD-capable OB vans. In Egypt last year Hitachi supplied ten SK-3020P cameras for a new outside broadcast van for Video Cairo Satellite (VCS).

The satellite uplink and onboard editing equipment enable the van to be used for live based productions as well as being able to function with larger productions of documentary, drama or feature films.

The overall contractor for this project was JVC Professional, Hitachi's partners in Egypt. "In recent months, we have received orders for over 100 Hitachi high end broadcast camera chains through our partnership with JVC and Etaco" said Paddy Roache. "Hitachi is proud to be a key supplier of broadcast cameras to the Egyptian Radio and Television Union (ERTU)".

Talking Turkey

In addition to its success in Saudi Arabia and Egypt, Hitachi has also been dramatically increasing its market share of SD and HD broadcast cameras in Turkey. The national broadcaster TRT (Turkish Radio & Television) uses almost 100 high end camera chains and recent orders for additional HD cameras take the total to well over 100. As Cemal Yilmaz Hitachi's account director says: "TRT needs high quality, technically advanced systems at the right price and that's exactly what Hitachi has provided."

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