

# News Release

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## **Hitachi Kokusai to Showcase Practical Camera Solutions for Key Technology Transitions at InfoComm 2018**

*New options enable efficient, cost-effective 4K and HDR/SDR production workflows while enhancing users' existing camera investments*

**Woodbury, NY, May 16, 2018** — Continuing its leadership in supporting new standards and trends in the professional AV and video production markets, Hitachi Kokusai Electric America, Ltd. (Hitachi Kokusai) is heading to InfoComm 2018 with new solutions that make emerging technologies practical and cost-effective for integrators and content producers. Hitachi Kokusai will co-exhibit with the Digital Media Division of Hitachi America, Ltd. in booth C2736 at the event, taking place in Las Vegas from June 6 to 8.

Helping AV professionals and content producers transition to Ultra HD (UHD) at their own preferred pace, the new **CU-HD1300F-S1** HDTV camera control unit offers 4K, 12G-SDI output including High Dynamic Range (HDR) support. The CU-HD1300F-S1 can output natively-acquired 1080p video as 4K/UHD over single-link 12Gbps SDI or quad-link 3G-SDI connectivity. The 4K output functionality of the CU-HD1300F-S1 is compatible with all fiber-equipped, 1080p HITACHI Z-series and SK-series cameras, and supports High Dynamic Range when used with HDR-enabled camera models.

InfoComm demonstrations will show the CU-HD1300F-S1 in operation with the award-winning HITACHI **Z-HD5500** studio and field production camera. Featuring the company's advanced, global-shutter CMOS image sensors, the Z-HD5500 delivers high-performance 1080p image capture with HDR at cost-efficient pricing and adapts easily to challenging LED lighting and display environments.

Hitachi Kokusai will also showcase powerful new options for its **SK-UHD4000** 4K Ultra HD camera system. Optional 12Gbps SDI output capabilities for the accompanying CU-HD4000 CCU complement its existing quad-link SDI interface, while a new software upgrade option enhances simultaneous HDR and Standard Dynamic Range (SDR) acquisition.

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HDR has attracted interest for dramatically extending dynamic range from very dark to highlights while adding detail in the dark and bright regions of the picture, but many producers need to also create SDR content for legacy displays. The new software enables separate video shading adjustments for HDR and SDR outputs, allowing users to select from multiple HDR profiles alongside SDR simultaneously with the same camera. This provides both creative and financial benefits compared to using separate cameras, enabling shot consistency while lowering costs.

Established products on display at InfoComm will include the HITACHI DK-H200 1080/60P box camera. Highlighting the compact and lightweight camera's ideal suitability for robotic camera applications, the DK-H200 will be demonstrated in conjunction with a KT-PH491 high-performance pan/tilt head from KXWELL International.

"AV professionals and systems integrators are facing multiple technology transitions that continue to accelerate," said Sean Moran, Chief Operating Officer, Hitachi Kokusai. "With the newest options for our high-quality camera systems, customers can cost-effectively and efficiently bring 4K and HDR into their production workflows without jettisoning all of their existing infrastructure, equipment and displays. We look forward to highlighting these advantages to integrators and end users at InfoComm."

**About Hitachi Kokusai Electric Inc.**

Hitachi Kokusai Electric Inc., headquartered in Tokyo, Japan, is a company that manufactures broadcasting systems, security and surveillance systems, wireless communications and information systems, and semiconductor manufacturing equipment. Fiscal 2016 (ended March 31, 2017) consolidated net sales totaled 171,857 million Yen (\$1,531million). For more information on Hitachi Kokusai Electric Inc., please visit the company's website at <http://www.hitachi-kokusai.co.jp/global/en/index.html>.

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