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FREEMAN A/V SELECTS SIX HITACHI SK-HD1000 HD CAMERAS FOR HD VIDEO SUPPORT FOR CORPORATE EVENTS AND EXPOS

WOODBURY, NEW YORK, May 12, 2009 – Hitachi Kokusai Electric America, Ltd., a leading provider of affordable, high performance cameras, today announced that the audiovisual division of Freeman—a leading provider of integrated marketing services for corporate conventions, trade shows, and exhibits—bought six Hitachi SK-HD1000 native 1080i HDTV studio/field production cameras to provide HD video support at its clients' corporate meetings, expos, and other major events.

The Hitachi cameras are primarily used for image magnification (or I-MAG) so that meeting attendees can get a better view of the speakers and activities on stage by watching the video projected onto a big-screen HD display. They're also used to produce an HD-quality video record of the events so that people can watch the proceedings afterward on physical media or via the Internet.

Headquartered in Dallas, Texas, Freeman invests millions of dollars annually in digital video, lighting, projection, and other audiovisual and staging equipment so it can provide state-of-the-art in A/V services to its corporate and association clientele. The six Hitachi SK-HD1000's, ordered in November 2008, are the first HDTV cameras in the company's A/V arsenal.

"Since corporate meetings are live events, reliability and image quality are critical. After evaluating all the different HDTV camera products at NAB and INFOCOMM, we determined that the Hitachi SK-HD1000 provided the best value and all the features we needed," said John Kennedy, senior vice president of corporate operations for Freeman. "Also, we were looking for HD cameras that could be studio configured and run on either triax or SMPTE fiber, and the Hitachi's were among the few that could easily handle this."

Freeman's Hitachi cameras have already been employed at several major corporate events; including the 2009 NAB convention, an exposition by MillerCoors Brewery, and the American College of Cardiology Convention, in Orlando. For the NAB convention, Freeman used the SK-HD1000's to cover the conference's Keynote addresses. For the cardiology convention, Freeman staff loaded racks of gear onto five tractor-trailers bound for Orlando, including the Hitachi cameras, Canon HD lenses, a Panasonic AV-HS400 compact, multiformat video switcher, Barco FLM-HD18 digital projector, Folsom ImagePRO multiformat signal converter, and monitoring. The Hitachi cameras were set up strategically throughout the meeting venue, with the rest of the equipment serving as an ad-hoc production control facility.

“Because the Barco projectors have a 3-chip DLP engine for true native 1920x1080 resolution at 1800:1 contrast and 18,000 lumens, it was extremely important to have HD cameras that could produce an image that could withstand considerable scrutiny when blown up on a very large-screen,” said Kennedy.

“Since putting these cameras into service in January, we’ve been extremely pleased with their picture quality and performance and we’ve gotten nothing but positive feedback from our customers,” Kennedy said. “Also, with these cameras, we’re now well-positioned to attract and serve new business requiring HD video capability.”

About Freeman

Freeman is the world’s leading provider of integrated services for face-to-face marketing events, including expositions, conventions, corporate events and exhibits. Clients engage Freeman for strategic counsel, creative development, and on-site logistics execution for face-to-face events of all sizes. With 41 offices in North America, Freeman produces more than 4,300 expositions annually, including 103 of the largest 200 U.S. trade shows, and more than 11,000 other events worldwide. The company has received numerous awards recognizing its outstanding efforts in industry leadership, creative design, community service, innovation, and customer-driven partnerships. For more information, visit www.freemanco.com.

About Hitachi

Hitachi Kokusai Electric America, Ltd. designs, manufacturers and markets video cameras, digital transmission, processing and recording devices for the broadcast television, cable, video production, and industrial vision markets. For more information, please call (516) 921-7200 or visit Hitachi's web site at <http://www.hitachikokusai.us>. Hitachi Kokusai Electric, Inc., is a Hitachi, Ltd. (NYSE: HIT) group company.

Full versions of all press releases and product images are posted on the web site in the pressroom section: www.hitachikokusai.us

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Editor’s Note: Color product photographs are available upon request.

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