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**UNIVERSITY OF NEBRASKA-LINCOLN'S INSTITUTE OF AGRICULTURE AND  
NATURAL RESOURCES USES HITACHI SK-HD1000 HDTV CAMERAS TO  
PRODUCE "MARKET UPDATE"**

WOODBURY, NEW YORK, April 8, 2009 – Hitachi Kokusai Electric America, Ltd., a leading provider of affordable, high performance cameras, today announced that the Institute of Agriculture and Natural Resources (IANR) at the University of Nebraska-Lincoln (UNL) is using six Hitachi SK-HD1000 native 1080i HDTV studio/field production cameras to produce public service programs.

Through the outreach efforts of IANR, the UNL fulfills its mission as a public land-grant university—designated to provide information and educational resources that foster a healthier, more competitive Nebraskan economy.

Located on the UNL campus, IANR uses the six Hitachi HD cameras to produce "Market Journal," a weekly, half-hour show focused on agriculture business decisions, with analysis of climate conditions, the grain/livestock market, and risk management and marketing strategies.

"Market Journal" is seen in widescreen hi-def on NET1, the Nebraska Educational Television network, with replays on the NET2 statewide public television network. Market Journal reaches more than half of Nebraska's farm households each week, as well as a growing global audience via its website [www.MarketJournal.unl.edu](http://www.MarketJournal.unl.edu).

"These Hitachi cameras run day-in and day-out for us, and they've worked equally well in the studio and field. They adapt rapidly to changing lighting conditions, and hold up in inclement weather," said Jim Randall, coordinator for communications and converging technologies for IANR, a division of the University of Nebraska- Lincoln. "We love the picture quality. They make gorgeous pictures."

"When we went out to NAB a couple of years ago to look for new cameras, one of the key factors that led us to choose the Hitachi SK-HD1000 is the simplicity of its set-up," Randall said. "This was crucial to us since we knew we were going to have to set-up and strike the cameras many times as we moved them from one location to another," said Randall.

While other brands required a lot of cables to be plugged into various spots on the cameras, the Hitachi SK-HD1000 has only one cable that gets plugged into the back of the camera. Randall said, "In just 15 minutes, we can get the cameras up and running—setting the color balance, luminance, pedestal, shading and other levels—then push the record icon on the computer in the truck and we're good to go."

Three of the Hitachi cameras reside in IANR's studio, with a talk show set, EasyPrompt teleprompters, and an adjacent control room with Ross Synergy switcher, Compix CG, and 42-inch multiviewer display. The other three are kept on a Dodge Sprinter HD production van for shooting video featurettes that are rolled in throughout both shows. This truck travels throughout the state with a three-man crew—producer/director, engineer, and talent—that quickly records computer packages for "Market Journal," and then moves onto the next shooting location.

"We take the cameras into farmers' fields, pastures, feed lots, and remote places to interview agricultural experts and demonstrate techniques, in addition to recording seminars and day-long conferences," Randall said. "Considering their affordable price, ease of use, reliability, and superior picture quality, these cameras have proven to be an excellent value."

### **About the University of Nebraska-Lincoln**

Chartered in 1869, the University of Nebraska is a public land-grant university that benefits the citizens of Nebraska by sharing the knowledge and research generated by its faculty and students. With 23,000 undergraduates and 4,655 postgraduates, UNL is one of the nation's leading teaching institutions and a research leader with a wide array of grant-funded projects aimed at broadening knowledge in the sciences and humanities. For the past five years, UNL has made U.S. News and World Report's annual evaluation of "America's Best Colleges' Top 50 List of Public National Universities." The University of Nebraska also has campuses in Omaha and Kearney, NE. For more information on UNL, in Lincoln, NE, please visit the university's website at [www.unl.edu](http://www.unl.edu).

### **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](http://www.hitachikokusai.us)

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

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