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TNDV to Outfit Newest HD Truck with 10 Hitachi Z-HD5000 Cameras

WOODBURY, NEW YORK, February 9, 2011 – TNDV Television, a Nashville, TN-based provider of HD/SD video systems and services for remote video production, announced plans to outfit its newest HD truck with 10 Hitachi Z-HD5000 multiformat (720p/1080i) HDTV cameras along with Hitachi CU-HD1000 fiber-based camera control units (CCUs). The company's newest hi-def truck, currently under construction, will serve large remote productions such as concerts and awards shows that typically require seven to nine multiformat broadcast cameras.

"We're outfitting our new 40-foot expando HD truck with a complement of Hitachi Z-HD5000 cameras to dramatically expand our HDTV production capabilities. We chose this camera because it satisfies our high-end customers' demands for excellent HDTV picture quality, reliable performance, and feature-rich functionality," said Nic Dugger, president and owner of TNDV Television, as well as engineer-in-charge of TNDV productions.

"When we compared the Z-HD5000 against the top HDTV cameras on the market, we realized that its competitive price/performance enables us to buy a larger quantity of HD cameras without making quality or performance compromises," Dugger said. "Another advantage of the Z-HD5000 package is the CCU because it has built-in distribution amplifiers, signal converters, and native support for many digital and analog HD/SD video formats. Without this integrated functionality, we'd have to spend more money on external gear to perform these critical tasks."

The new camera order will expand TNDV's existing Hitachi camera arsenal that already includes many Z-HD5000 HD cameras as well as Z4000W SDTV handheld studio/field production cameras.

Immediately following their arrival last February, the Z-HD5000's hit the ground running on a grueling HD production schedule, starting with BET's "Spring Bling" special, which aired in March 2010. Then they were off to shoot "Road to the Horse," an annual 3-day equestrian competition produced by

Tootie Bland Productions for Blu-ray/DVD distribution. The cameras were also used by the Elevation Group to produce a HD Christmas special for PBS featuring Celtic singer Orla Fallon.

TNDV has a long-standing commitment to shoot "Pass Time," a drag-racing game show produced in 720p HD by High 5 Entertainment for the SPEED Channel. TNDV has provided television facilities for SPEED's only show to reach over 100 episodes.

Over the past year, the Z4000W's were also used to produce "Country at the White House," a two-hour special for the GMT (Great American Country) network, as well as a live webcast of the red carpet, pressroom, and other events surrounding the "2010 County Music Awards (CMAs)."

TNDV's Z-HD5000s and Z4000Ws can be loaded onto the company's two SDTV trucks, a 30-foot and 45-foot truck, both of which are surround-sound capable. Or they can be included in fly-packs – which are portable HD or SD video production systems for use at locations that can't accommodate video trucks.

The Z-HD5000's include Canon 20x HD lenses, and the Z4000W's include Fujinon 20x lenses as standard equipment. However, wide-angle and long box HD/SD lenses are optionally available for productions. TNDV can also provide freelance crews, including camera operators, truck personnel, and lighting directors, as well as nonlinear editing, webcasting, and DVD authoring services. TNDV's Nic Dugger won Emmy Award for Technical Achievement in 2010 and Special Event Live in 2009, and received seven Emmy nominations in 2011 for special event live production. For more information, visit <http://www.tndv.com>.

About Hitachi

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 400,000 employees worldwide. Fiscal 2009 (ended March 31, 2009) consolidated revenues totaled 10,000 billion yen (\$102.0 billion). The company offers a wide range of systems, products and services in market sectors including information systems, electronic devices, power and industrial systems, consumer products, materials, logistics and financial services. For more information on Hitachi, please visit the company's website at www.hitachi.com.

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. (TSE, OSE: 6756), is a Hitachi, Ltd. (NYSE: HIT) group company.

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

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