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WYOMING PBS UPGRADES SATELLITE TRUCK WITH FOUR HITACHI MULTIFORMAT HD CAMERAS

WOODBURY, NEW YORK, November 30, 2010 – Wyoming PBS purchased four Hitachi SK-HD1000 multi-format HDTV cameras as part of the planned upgrade of its 32-foot digital production truck equipped with a 2.4-meter Ku-Band satellite uplink dish. The truck travels across the state, producing multi-camera remote video productions, such as sessions of the Wyoming State Legislature in Cheyenne, political debates, and sporting events. Also known as KCWC-DT, Wyoming PBS is located on the campus of Central Wyoming College in Riverton, WY.

“We chose these new Hitachi HD cameras because they produce beautiful pictures at an attractive price point,” said Kyle Nicholoff, production services manager for Wyoming PBS. The SK-HD1000s replace four Hitachi SK-900 EFP SDTV cameras.

“In our experience with Hitachi cameras, they’re easy to operate and reliable,” Nicholoff continued. “In fact, the older SK-900’s—which we’ve moved into our main studio—still produce wonderful pictures.” They’re used for studio productions, including PBS pledge drives and a monthly public affairs show called “Wyoming Perspectives.”

Since the HD upgrade of the satellite truck is being implemented in two phases over the next year and a half, the Hitachi SK-HD1000 cameras are being initially used in SD mode with a Ross Synergy 2-M/E SD switcher. Wyoming PBS chose to outfit the four SK-HD1000s with Angenieux HD ENG lenses including: two 19x7.3 AIF HD telephoto lenses, a 14x4.5 AIF super-wide angle HD lens, and a 26x7.8 AIF telephoto lens.

“While the SK-HD1000’s are currently being used in SD mode, they’re actually benefiting us with sharper and more accurate SD pictures than we previously produced,” said Nicholoff. “We recently used our truck to produce a discussion show featuring the past, present and the future governor of Wyoming. We had very little room to use additional lights, but the SK-

HD1000's were able to handle the variances in levels and temperatures to produce great looking pictures. The cameras will be used in the future to produce concerts and music shows."

The top-of-the-line SK-HD1000 has three, high dynamic range 2/3-inch progressive scan 2.2 million pixel CCDs. These sensors allow the camera to produce an outstanding image with 1100 TVL resolution, a quiet Signal to noise ratio of 60db, and F11@2000 Lux sensitivity. The camera system is configured with Hitachi's Fully Digital HD triax transmission system whose performance is visually the same as the fiber cable transmission. The SK-HD1000 camera also provides modern production features and functions such as; 12-vector masking with preset colorimetries, 7-Ultra-gamma curves to dynamically increase exposure latitude, digital black stretch/press, 2 skin-tone detail memories with follow-zoom function, viewfinder linear focus assist with peak-hold, lens registration and TCP/IP compliant Ethernet ports on the CCU's and select control panels to be able to assign CCU's to Controls over a standard 10/100 Ethernet data network.

Central Wyoming College offers a TV broadcasting curriculum that gives students the opportunity to gain real world experience in Wyoming PBS' studio facilities. Adjacent to the studio, the control room houses a Grass Valley Kayak 2-ME HD switcher, Soundcraft Spirit 16-channel audio board, and Avid Deko 2000 live graphics system. After training on the equipment, students can then serve as cameras operators on the station's local productions.

Wyoming PBS has a long history of using Hitachi cameras starting with the SK-96 studio camera back in 1982. Nicholoff added, "Wyoming PBS is a loyal Hitachi customer because we can count on Hitachi—especially our Sales Representative David Morris and Hitachi Dealer Jeff Wade at RIA Corporation in Salt Lake City—for excellent customer service and tech support."

About Hitachi

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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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