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**Contacts:**

Emilio Aleman  
Hitachi Kokusai Electric America, Ltd.  
516.682.4406  
[emilio.aleman@hitachikokusai.us](mailto:emilio.aleman@hitachikokusai.us)

Robin Hoffman  
Pipeline Communications  
973.746.6970  
[robinhoffman@pipecomm.com](mailto:robinhoffman@pipecomm.com)

## **Mountain Lake PBS Selects Four Hitachi Z-HD5000 HD Studio Cameras for Local Show Production**

WOODBURY, NEW YORK, June 7, 2011 – [Mountain Lake PBS](#)—a PBS member station in Plattsburgh, NY serving 3.9 million viewers in New York, Vermont, Quebec and Ontario, Canada—recently selected four Hitachi Z-HD5000 [HD studio cameras](#) to produce local programming featuring the arts, culture, and public affairs of the Adirondack, Champlain Valley, and Quebec regions.

A licensee of WCFE-TV/Channel 57, Mountain Lake PBS produces 2 weekly half-hour series “Mountain Lake Journal,” a news and public affairs show that offers analysis of news, issues, and events impacting the region. Mountain Lake Journal EXTRA covers arts, culture, lifestyle and entertainment in the region.

“When it was time to retire our 22-year-old SD studio cameras, we needed to find high-quality, affordable, and reliable HDTV cameras for our studio productions,” said Charlie Zarbo, Director of Engineering for Mountain Lake PBS. “After evaluating the top HD camera systems on the market, I chose the Hitachi Z-HD5000 due to its exceptional price and performance. I was impressed with the picture quality these cameras produced and pleased that this robust camera package fit within our budget.”

The cameras are switched by a new Broadcast Pix Granite 5000 2 M/E HD live production system, with integrated functionality including graphics, clip/still store, six keyers and Fluent-view multi-image monitoring.

In addition to local programming, Mountain Lake PBS also produces long-form documentaries, some of which are chosen for broadcast nationwide on the PBS network. Among the more recent Mountain Lake PBS productions that have aired nationally are

*Cirque du Soleil: Flowers in the Desert, Dead Reckoning, and Champlain in America.* Zarbo said the new Hitachi cameras will contribute to the quality of the long-form programming they produce for local and national audiences.

At Mountain Lake PBS, the camera crew especially appreciates the 8-inch color viewfinder on the new studio cameras, which offer precision focusing of the HD image. The Z-HD5000s also incorporate: 14-bit analog to digital conversion, advanced digital signal processing, and HD picture enhancement tools.

“Our local programs enable us to fulfill our mission to educate, inform, and entertain the viewers of this region,” said Zarbo. “These Hitachi cameras are now an integral part of our local production efforts.”

#### **About Hitachi, Ltd.**

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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)

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

**Hitachi Kokusai Electric America, Ltd., 150 Crossways Park Drive, Woodbury, NY  
11797, U.S.A.**

**Tel: (516) 921-7200; Fax: (516) 496-3718; website: [www.hitachikokusai.us](http://www.hitachikokusai.us)**