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## **Norfolk State University Installs Three Hitachi HD Cameras in its Studio for Student-Produced Programming**

WOODBURY, NEW YORK, June 30, 2011 – [Norfolk State University](#) (NSU), in Norfolk, VA, installed three new Hitachi SK-HD1000 digital [high definition cameras](#) in its television studio, which provides hands-on training to students enrolled in the school's Mass Communication program. The studio, which is part of NSU's School of Liberal Arts, enables students to satisfy media lab requirements and produce their own videos as they work toward a Bachelor of Science in Mass Communication.

"Since our students have different levels of technical proficiency, it was critical for us to choose cameras that are extremely easy to operate, maneuver, and maintain," said Michael Matovich, CBT (Certified Broadcast Technologist) and chief video engineer for NSU. "The Hitachi SK-HD1000 is all of those things, plus it produces a fantastic picture. As a state university, all major purchases must go out to bid. The Hitachi SK-HD1000 demonstrated the best price/performance of any camera we considered."

NSU's television studio, which is on-campus in the James A. Bowser Industrial Education Building, has an adjacent control room with a Ross Synergy 2-M/E production switcher and an Inscrubber CG, among other gear. While it still operates in SD 4:3/16:9, Matovich said, "We chose Hitachi cameras to lay the groundwork for our eventual transition to 1080i HD production."

The three Hitachi SK-HD1000 cameras, ordered through York Telecom, a N.J.-based systems integrator and equipment dealer with a Richmond, VA office, are positioned on lightweight Vinten pedestals. These broadcast cameras are also outfitted with many Hitachi accessories including five-inch VF-HD500 black/white viewfinders, CU-HD1000 camera control units, and RU-1200JY remote control units.

"What I really love about these cameras is that they're outfitted with Hitachi fiber camera adapters that enable us to use fiber cabling," said Matovich. "A lightweight fiber cable is so

much easier to use than heavy, cumbersome triax cable. Our teleprompter also plugs directly into the camera, giving us one less cable to worry about and a much neater camera setup.”

According to Lateef Gibson, video producer/director for NSU, “Our students have really embraced these new cameras for their projects, which include music videos, newscasts, and other videos that rely heavily on green or blue screen keying and effects.” Student productions are primarily shown on channel 48, the campus television network.

Another factor leading to the selection of Hitachi SK-HD1000’s was the studio’s positive experience with Hitachi Z-3000’s, which worked reliably for years. “The cameras were still operational, but it was just time to begin our migration to HD,” Matovich said. “With the Hitachi SK-HD1000’s, we’re confident we’re effectively preparing our students for professional careers in television production.”

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

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