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Toledo-based Buckeye CableSystem Selects Seven Hitachi HD Cameras for BCSN Local Sports Network

WOODBURY, NEW YORK, April 2, 2012 – Hitachi Kokusai Electric America, Ltd., today announced that Buckeye CableSystem, the premier cable service provider in the Toledo, Ohio area, purchased seven Hitachi Z-HD5000 studio and field HDTV cameras for use by its local sports channel, Buckeye Cable Sports Network (BCSN).

Offered as a free service to Buckeye CableSystem's subscriber base, BCSN uses the cameras on two of its newest HD mobile units. Buckeye CableSystem launched BCSN in January 2004 and upgraded it to HDTV in April 2011.

"While it's affordably priced, the Z-HD5000 still offers superior, native 1080i HD picture quality comparable to more expensive HD broadcast cameras," said Tad Fowkes, BCSN's creative services/production manager of local stations. "Our goal is to retain cable subscribers by offering them a valuable, exclusive service they can't get from any other cable or satellite provider. In light of our goal, we have to make very judicious, cost-effective equipment choices."

BCSN televises over 900 local sports events each year, including NCAA Division I sports at Bowling Green State University and the University of Toledo, as well as high school games. The channel is also the TV home of the Toledo Mud Hens AAA baseball team and the Toledo Walleye Hockey Club, an affiliate of the Detroit Red Wings.

"To produce 17 to 20 sports events each week, at locations ranging from college stadiums to high school gyms, we set up and strike our cameras roughly 300 times per year and operate them in all kinds of conditions," said Fowkes. "The roadworthiness and durability of these cameras have proven to be a great asset to us."

BCSN's cameras are also used to produce several weekly programs—also at remote locations—including: “Inside the Red Zone,” a high school football show; “Rant and Rage,” a live sports call-in show; and “The T Sports Report,” co-produced with WTOL-DT (CBS) and hosted by that station's sports personalities.

“Our management strives to be community oriented and attract and retain customers,” said Fowkes. “Offering BCSN in HD and choosing Hitachi HD cameras are two ways we're making sure that's just what we're doing.”

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.

Full versions of all press releases and product images are posted on the web site in the pressroom section: www.hitachikokusai.us

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

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