

## News Release

2<sup>nd</sup> September 2013

### **Hitachi shows off its new 2.6 Megapixel 3MOS sensor Portable HDTV studio and EFP camera “Z-HD6000” at IBC 2013-Stand Hall 11,D42**



IBC 2013 from September 13 to 17 in Amsterdam sees Hitachi Kokusai Electric (TSE: 6756;” *Hitachi*”), one of the world’s leading manufacturers of affordable, high performance cameras, exhibiting the new Hitachi “Z-HD6000” portable, dockable HDTV studio and EFP camera, with a leading edge 3 x 2/3-inch MOS 2.6 megapixel sensor.

The camera has HDTV signal format outputs in 1080/59.94i or 1080/50i with 1100TV lines resolution. The Z-HD6000 is the first 3MOS sensor HDTV camera in the company’s popular, affordable Z Series product line.

“Leveraging the company’s extensive digital signal processing expertise, Hitachi developed the Z-HD6000 to offer customers superior price performance – with uncompromised quality and functionality at a great value,” said Cemal Yilmaz, the broadcast marketing manager of Hitachi Kokusai Europe, a subsidiary of Hitachi Kokusai Electric. The Z-HD6000 offers a satisfying compromise between the superior performance and functionality of high-priced HDTV cameras.

Targeting a diverse customer base—TV stations, educational institutions, corporations, religious and cable facilities—the Z-HD6000 is a two-piece dockable camera offering the versatility and flexibility necessary for multipurpose applications including studio, field, and mobile video production. The camera can be docked to an optical fiber, triax, or RF wireless adapter, offering high light sensitivity coupled with no vertical smear,

the Z-HD6000’s three 2/3- inch native 1080i MOS sensors allows F13@2000 lx (1080/50i), and HD Signal to Noise (SNR) level of 60dB for a sharp, clean HD picture.



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Lightweight for on-shoulder portability, the Z-HD6000 features realtime lens aberration correction (RLAC) along with versatile scene and lens features, ultra-gamma for film contrasts and a 12-vector and linear matrix masking allowing for changing hue- and saturation-levels. More useful features are skin-tone-masking, quick-focus as well as user-programmable switches and a choice of b/w or colour viewfinder displays.

### About Hitachi Kokusai Electric

**Hitachi Kokusai Electric Inc. (TSE: 6756; "Hitachi"), headquartered in Tokyo, Japan, is a company that manufactures broadcasting systems, security and surveillance systems, wireless communications and information systems, as well as semiconductor manufacturing equipment.**

The broadcast and professional video cameras are synonymous for innovation and ultimate performance - Hitachi has been one of the most significant Japanese companies in developing broadcast camera technology.

Hitachi launched the first portable Professional Video Camera that could directly compete against studio-cameras in the early 90s - a technical revolution in its time. The company is also responsible for the development of digital TRIAX-technology.

Today, Hitachi is successfully developing and providing high-end broadcast technology for more customers than ever before. It is committed to meeting the needs of its users today, while helping to forge a migration path for tomorrow. Studio productions, documentaries, sports or live-events, Hitachi offers sophisticated camera systems for a wide range of production techniques.

### For further information contact

T: +49-6102-8332-0

E: [info@hitachi-keu.com](mailto:info@hitachi-keu.com)

W: [www.hitachi-keu.com](http://www.hitachi-keu.com)