

News Release

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Hitachi Kokusai to Highlight Live HDR Demonstrations and Share Expertise at 2018 NAB Show

Practical demonstrations to showcase the advantages of HDR, while insightful presentations and discussions answer questions about the emerging technology

Woodbury, NY, April 3, 2018 — High Dynamic Range (HDR) technologies are expected to again be among the hottest topics at next week's 2018 NAB Show in Las Vegas. Hitachi Kokusai Electric America, Ltd. (Hitachi Kokusai) was one of the first manufacturers to deliver HDR-capable broadcast television cameras, and will continue its leadership in implementing and promoting HDR acquisition with live practical demonstrations and informative discussions in booth C4309 at the event.

HDR is garnering accelerating interest for significantly enhancing both HD and 4K Ultra HD (UHD) productions, dramatically extending the range from very dark to highlights while adding detail in the dark and bright regions of the picture. However, many broadcasters and content producers still have questions about implementing and optimizing HDR-enhanced acquisition, production and distribution workflows.

John J. Humphrey, Hitachi Kokusai's Vice President of Business Development, has travelled around the country presenting the value propositions and technical issues surrounding emerging HDR technology to industry groups and at conferences such as the NAB Show. Speaking at the PBS Technology Conference for the second consecutive year, Humphrey will present an update on the status of HDR development and delivery at 3:30pm PDT on Friday, April 6 at The Mirage in Las Vegas. He will also be on hand in the company's booth throughout the NAB Show to answer questions about HDR and standard dynamic range (SDR) compatibility, technical challenges, and acquiring and delivering HDR images.

A special live demonstration area at the Hitachi Kokusai booth will showcase HDR and SDR content side-by-side on two HDR-capable precision reference monitors, enabling visitors to experience first-hand the engaging visual quality enhancements that HDR brings to broadcast video. Source feeds for the demo will be provided by newly-

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developed, simultaneous HDR and SDR output capabilities in the HITACHI SK-UHD4000 4K/UHD camera system.

A separate live demonstration will preview future HDR delivery with ATSC 3.0. Current-model consumer television sets will be shown receiving ATSC 3.0 HDTV and HDR broadcast signals from Hitachi Kokusai Electric Comark transmitter excitors, with the transmission fed by HITACHI HDR cameras.

About Hitachi Kokusai Electric Inc.

Hitachi Kokusai Electric Inc., headquartered in Tokyo, Japan, is a company that manufactures broadcasting systems, security and surveillance systems, wireless communications and information systems, and semiconductor manufacturing equipment. Fiscal 2016 (ended March 31, 2017) consolidated net sales totaled 171,857 million Yen (\$1,531million). For more information on Hitachi Kokusai Electric Inc., please visit the company's website at <http://www.hitachi-kokusai.co.jp/global/en/index.html>.

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