

## Hitachi Kokusai to Unveil Next-Generation HD Camera System at IBC Show 2023

*New Z-HD6500 HD camera system with new 4K-Global Shutter sensors and BT-2020 Prism offers technology enhancements for improved image quality for live HD productions.*

**Stand 11.C28, IBC, Amsterdam, 15-18 September 2023**

Following its announcement of new 4K camera innovations for IBC 2022, Hitachi Kokusai Electric Europe GmbH (Hitachi Kokusai) announces today its Z-HD6500 HD camera for customers seeking exceptional HD visual quality and superior cost/performance value for live production applications. The Z-HD6500 will premiere at IBC (Sept. 15-18) alongside the new 4K models and other Hitachi Kokusai systems at Stand 11.C28 in the Amsterdam-RAI Convention Center.



Supporting multiple HD formats (upto 1080/50p), the Z-HD6500 camera's design offers content producers and broadcasters visual quality that reaches new heights through a combination of three 2/3-inch UHD-resolution CMOS image sensors with global shutter to

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enable the immaculate, crystal-clear capture of BT.2020 color gamut compliant HD video. The global shutter technology reduces unwelcome artifacts such as banding and flicker that may occur when capturing video in venues, event centers and television sets that have LED lighting and large LED displays.

The Z-HD6500 camera has a sleek, advanced design. It delivers exceptional F11 sensitivity at 50 frames per second (fps), enabling high-quality HD acquisition in reduced lighting, while its signal-to-noise ratio (SNR) of 62dB delivers super-quiet images. The enables superior color reproduction, while its HDTV workflow enables seamless multi-format productions and supports separate controls for High Dynamic Range (HDR) and Standard Dynamic Range (SDR).

“Hitachi Kokusai’s continued investment in innovative new technology for HD and UHD camera systems will be clear to customers visiting our IBC booth this year,” said Cemal Yilmaz, General Manager at Hitachi Kokusai Electric Europe. “We are introducing a larger number and broader variety of new camera systems this IBC compared to recent IBC shows, and we will accentuate our market-leading cost-to-performance value proposition as we demonstrate the vast feature-set of each new camera system. And while we are very excited to show our latest 4K systems, the new Z-HD6500 continues our tradition of supporting the most popular formats that our customers demand. The Z-HD6500 provides our HD-focused customers with an exceptional camera solution for a broad spectrum of live production environments, with consistently flawless performance and vibrant, life-like colors.”

The Z-HD6500 joins the new SK-UHD7000-S2 4K/HD camera and DK-H700 4K box camera on Hitachi Kokusai’s IBC booth.

### **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. For more information on Hitachi Kokusai Electric Inc., please visit the company's website at <https://www.hitachi-kokusai.co.jp/global/en/index.html>.

### **Hitachi Kokusai Electric Europe GmbH**

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