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News Release

Hitachi cameras at FIFA U-20 World Cup 2009, Egypt

Hitachi has supplied thirty SK900 camera chains to ERTU, the host broadcaster for the FIFA U-20 World Cup Finals 2009 in Egypt.

The U20 World Cup, seen as the most prestigious football tournament after the FIFA World Cup, is being hosted by Egypt from 25 September to 16 October 2009 in the cities of Cairo, Alexandria, Port Said and Ismaïlia.



ERTU is the host broadcaster for this 49 match series, and the SK900 cameras will be covering all aspects of the FIFA U20 World Cup from establishing shots and point-of-view cameras, to pitch side cameras and pre- and post-match reporting. The cameras will provide all the feeds to the International Media Centre from the main stadia. In addition, Hitachi SK-3020 HD cameras are being used for the tournament, to provide the HD output for those nations that request it.

The SK900 from Hitachi is a top-end broadcast camera which features high resolution, 2/3-inch IT CCDs (1.2 million pixel), switchable aspect ratio (16:9/4:3), high horizontal resolution of 850TV lines in 4:3 and 800TV lines in 16:9, 14 bit A/D converter 30-38 bit DSP, high signal to noise ratio (65dB) with digital noise reduction, sensitivity of 2000 lux @ f11.0, and four optical filter. The camera is also remote controllable and its five ECC filter is also remote controllable.

Paddy Roache, director and general manager of Hitachi Europe is pleased to be involved. He said: "It's fantastic for Hitachi that our cameras are capturing every kick of the ball at the FIFA U20 World Cup Finals. Some of the world most talented young footballers will be displaying their skills in Egypt, so we are immensely proud that our cameras will be at the forefront of this wonderful celebration of football."

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Hitachi Broadcast

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