

IKEGAMI AND ARRI INTRODUCE THE HDK-97ARRI: BROADCAST PRODUCTION CAMERA WITH DIGITAL CINEMA IMAGE QUALITY



New System Represents Elite Marriage of Technologies, Combining ARRI Large Format Super 35MM CMOS Sensor with Ikegami Unicam HD Docking Style Camera

Ikegami (<http://www.ikegami.com>), leader in HD cameras and production equipment for TV broadcasters, networks, and other HD content creators, and ARRI, the world's largest manufacturer and distributor of professional motion picture camera, digital intermediate (DI) and lighting equipment, have announced the availability of a pioneering new camera system: The HDK-97ARRI.

A powerful marriage of technology between two recognized industry leaders, the HDK-97ARRI is a broadcast-style production camera with digital cinema characteristics. In a significant development, the HDK-97ARRI makes it possible to employ a large format sensor in multiple camera operation. The result is a "best of both worlds" image acquisition system ideal for use in multi-camera studio and field applications, including conventional broadcast camera operation and classic video operator control of multiple cameras.

Broadcasters and content producers will benefit from the unprecedented combination of features in the HDK-97ARRI, jointly developed by the highly experienced engineering teams of Ikegami and ARRI. Centered around ARRI's Super 35mm CMOS sensor with its associated support circuitry, the system provides such cinematic qualities as natural color rendering, exceptional dynamic range and progressive framerates like 23.98p. Meanwhile, broadcast-grade distribution is enabled with the latest in Ikegami technology, via fiber transmission using up to 2 km SMPTE hybrid fiber/copper camera cable.

The HDK-97ARRI offers a unique convergence of attributes, designed with the latest innovations from both companies. The ARRI large-format front end is famed for its film-like, organic look characterized by extended, clean highlights, an extremely low noise floor, natural skin tones, excellent color separation, and a cinematic depth-of-field. Employing large pixels and a custom-designed read-out architecture, this critically acclaimed 35 mm CMOS sensor demonstrates exceptional dynamic range. In addition, ARRI's stainless steel lens mount system ensures super stable flange focal depth between lens and sensor.

Ikegami maximizes this high performance system for broadcasters, by seamlessly integrating it with a docking style camera head from its successful Unicam HD camera series. Powered by Ikegami's latest 3G FPGA-based DSP, the HDK-97ARRI provides complete real time control of all gray scale, color, and detail functions. A new 3G transmission system transports video from camera head to CCU, as well as 3G transmission from CCU to camera head supporting Return video in HD, two channels of prompter video in SD, and (when using the CCU-970M) one channel of prompter video in HD. Other signals transported via the camera cable include two channels of intercom, two channels of program audio, two channels of microphone audio, genlock phase control, camera control, and external auxiliary data. Meanwhile, Ikegami's powerful 200-series remote

control system enables video operators to manage multiple cameras using OCP, MCP, network hubs, and more.

Additional features of the HDK-97ARRI include:

- Operation in standard and 3G formats, including 1080/23.98psf 4:4:4
- Custom and Cine Gamma
- Continuously variable ECC (electronic color temperature correction)
- 2-inch, 7-inch, and 9-inch viewfinders available for studio and field applications
- Electrical lens interface for PL lenses with servo iris (and servo zoom and focus)
- Wide range of ARRI and vendor accessories

“ARRI is proud to be collaborating with Ikegami, a company that has been a genuine leader in the field of professional television imaging since the earliest days of video,” says Franz Kraus, Managing Director, ARRI. “The collaboration represents a great opportunity for both partners; but more importantly, combining the high dynamic range and cinematic aesthetic of our 35 mm sensor with a docking-style broadcast camera system will create new opportunities for customers. With the best technologies from both worlds now available to them, we look forward to seeing how customers increase the production value of their broadcast output by using this exciting new camera.”

“Ikegami is very honored to collaborate with ARRI, a magnificent manufacturer with a deep history,” says Naoki Kashimura, Director of the Board, Product Strategy and Marketing, Ikegami. “There are many common traits between ARRI and Ikegami – including our outlook and approaches to manufacturing – that make for great synergies within our collaboration. This camera achieves the best marriage of ARRI’s refined front-end, in which the highest levels of know-how for the digital cinema market has been attained, and Ikegami’s back-end, which is known throughout the broadcast market for its real time video processing technology. We strongly believe that the HDK-97ARRI is a top-end camera system, one which will be recognized as groundbreaking throughout the world of broadcasting.”

About ARRI:

With headquarters located in Munich, Germany, Arnold and Richter Cine Technik (A&R) was founded in 1917 and is the world's largest manufacturer and distributor of motion picture camera, digital intermediate (DI) and lighting equipment. The ARRI Group comprises a global network of subsidiaries, agents and representatives that covers all aspects of the film industry: design, engineering, production, equipment rental, turnkey lighting solutions, postproduction, film and sound laboratory services, and visual effects. Manufactured products include the groundbreaking ALEXA digital camera system, film cameras, professional camera accessories, cutting edge LED lighting and DI solutions such as the ARRISCAN and archive tools. The Academy of Motion Picture Arts and Sciences has recognized ARRI’s engineers and their technical contributions with 18 Scientific and Engineering Awards. For more information, visit <http://www.arri.com>.

About Ikegami:

Ikegami Electronics (U.S.A.), Inc. is a leading supplier of professional broadcasting products in the Western Hemisphere. With US offices in New Jersey, California, Florida, Texas, and Illinois, the Ikegami name is recognized worldwide for its state-of-the-art television cameras and closed-circuit TV equipment. Ikegami's universal HDTV cameras have been widely accepted by the broadcast industry as it continues the transition to the High Definition Television Format.

For more information and the location of the Regional Office nearest you, call Ikegami's headquarters at 201-368-9171 or visit <http://www.ikegami.com>.