

## NAB2007 Exhibition Great Successes for Super Hi-Vision (SHV)!

The Super Hi-Vision (SHV) system was exhibited at the world's largest exhibition on broadcasting systems, the National Association of Broadcasters (NAB) Exhibition, which was held in Las Vegas, the United States from April 16 to 19, 2007. This exhibition was a follow-up to the 2006 exhibition. At the April 15th premiere, Mr. Hirokazu Nishiyama, Managing Director of NHK, presented a keynote address titled, "The Transition to the Tele-Sense World-Destination in Broadcast Technology from Mobile to Ultra-HDTV." His address introduced NHK's systems, including SHV.



This year's exhibition also featured exhibits on new program production techniques, including a camera and microphone system for multi-channel recording, and a new attraction: the screening of new SHV programs featuring Hawaiian location shoots in a theatre with a large screen and 22.2 multi-channel sound. To show SHV's potential in many other video formats, we also displayed images down-converted to regular Hi-Vision (HDTV) and to 2,000 scanning line systems.



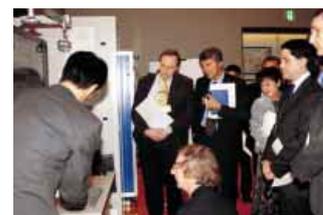
Approximately 90 screenings were held during the four day event, and a total of approximately 8,000 visitors including many prominent figures, such as Mr. David K. Rehr, President and CEO of NAB, attended. Just as at last year's SHV exhibition, there was a long line in front of the theater.

## STRL's Broadcasting Technology in the Spotlight

STRL's research has attracted a great deal of interest from overseas. Every year, representatives from many corporations and research institutions throughout the world visit STRL to see the latest broadcasting technologies.

Since the beginning of 2007, our visitors have included the Directors-General of the BBC (the United Kingdom), RAI (Italy), and IRT (Germany), all heads of the leading European broadcasting research institutions, as well as the Director of Engineering & Operations of the BR Bavaria Broadcasting Corporation of Germany, the Senior Vice President of CBS of the United States, the Director of YLE Television (Finland), the Director-General of the central research institution belonging to a major South Korean manufacturer, members of RBC of China, and members of SMPTE. Visitors from other countries, such as Brazil, Chile, Argentina, France, Norway, and Taiwan have also come to see our latest research accomplishments, including the Super Hi-Vision (SHV) system.

With the aim of promoting ISDB-T, the Japanese digital terrestrial broadcasting scheme developed by STRL, our staff have visited Argentina, Chile, Peru, Ecuador, Indonesia, Philippines, and Thailand to hold demonstrations and seminars.



Director-Generals from European research institutions tour STRL.



SMPTE members visit STRL



Visitors from South American countries take a tour.