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**NEWS RELEASE: For Immediate Release**



**NAC Image Technology, the most experienced name in high-speed camera systems for the world’s sports broadcasters and commercial film producers, has won an Emmy for its HD Super Slow Motion Digital Camera Systems!**

**Tokyo, Japan** – NAC Image Technology Inc. has been selected to receive an Emmy award from the National Academy of Television Arts and Sciences for the 2009/2010 Technical Engineering Awards. The Emmy is awarded for work in “HD Super Slow Motion Systems for acquisition, recording, and playback in Broadcast, Entertainment and Sports Productions.” The award is in recognition of NAC’s innovations in sports broadcasting and further acknowledges leadership position of NAC Image Technology Inc. in the development of super slow motion digital camera systems.

“We are extremely happy to be honored with this award,” said Mr. Kenichi Ueki, President of NAC Image Technology Inc. “NAC has a long history working with super slow motion camera systems and they’ve played an integral role in NAC’s 50+ years of success in the entertainment industry. We’ve been fortunate to be able work with strong partners like

NHK, ARRI Media, and Fletcher Chicago. With their help, NAC's super slow motion systems have been embraced by broadcasters for live coverage of the World Cup events in Germany and South Africa, the Winter Olympic Games in Torino and Vancouver, the Summer Olympic Games in Beijing, and a variety of professional sporting events, including Formula 1 Racing, tennis, football, baseball, cricket, golf, and horse racing."

"The Memrecam Hi-Motion is the camera that embodies the NAC award-winning technology," Mr. Ueki added. "This camera was developed in cooperation with NHK and is the first super slow motion broadcast camera in the world with real HD quality based upon 3-chip technology. Designed specifically for sports broadcasting, the Hi-Motion fits seamlessly into the workflow of sports broadcast environments, requiring no additional operators."

NAC Image Technology is committed to advancing the technology for HD Super Slow Motion Systems for use in Broadcast, Entertainment, and Sports Productions. Benefiting from its experience with the Memrecam Hi-Motion, NAC will make use of its know-how by taking the next step in the evolution of this technology. NAC's camera technology is capable of capturing hundreds of thousands of images per second, but 1000 frames-per-second is optimal for most HDTV super slow motion applications. As a result, NAC product development is focused not on increasing image capture speed but rather on the integration of the super slow motion camera system with the sports broadcast work flow while optimizing camera light sensitivity. A sneak peak at the fruits of this development effort is available at NAB 2011 in Las Vegas (booth C7241) when NAC introduces the Memrecam Hi-Motion II.

NAC Image Technology Inc. of Tokyo, Japan, has been actively involved in the entertainment industry since its founding in 1958. NAC is proud of the reputation it has earned for high quality, reliable, super slow motion camera systems. NAC is the world's most

experienced source for super slow motion camera equipment. A continuous record of technical innovation and a comprehensive, integrated line-up of products that set industry standards for performance and reliability makes NAC the safe choice for more and more sports broadcasters, engineers and technicians with entertainment applications for super slow motion digital image capture systems.

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