

NEWSRELEASE

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For Immediate Release

Toshiba Imaging's High Def 3CCD Cameras Chase Storms on Discovery Ch.

- Compact head, high def, 3-chip color video cameras are rigged on cars for storm chasing, hidden camera documentaries, reality shows, and episodic TV.

October 13, 2010 – Irvine, CA – Toshiba Imaging Systems Division

(www.cameras.toshiba.com), the global leader in high definition (HD) camera technology for broadcast, scientific, industrial, and defense applications, announces the latest broadcast applications for the tiny IK-HD1 3-chip color video camera.

TV Boy (www.tvboynyc.com), New York, NY, a full service production company and industry expert in camera car-rigging and hidden camera television, has recently utilized Toshiba's compact and flexible 3CCD HD cameras for a variety of TV shows and hidden camera commercials. In-car camera rigging applications include the popular, ongoing Discovery Channel series, *Storm Chasers*. Other shows using Toshiba's HD cameras rigged by TV Boy are *The Truth – Anti-Smoking* campaign, and a variety of hidden camera TV shows and documentaries such as *Dr. Phil* and *Dr. Oz*, and commercials, including Jet Blue and more.



According to TV Boy co-owner, Andrew Lane, "When we upgraded our standard definition cameras, we selected Toshiba Imaging's IK-HD1 3-chip HD cameras after comparing them to other HD cams on the market. The IK-HD1 image quality is unsurpassed; the contrast and color definition is really sharp, even in low-light conditions. The small camera profile is especially critical for our needs because we often mount several cameras into tight spaces in and around a vehicle. The ruggedized housing is an important feature, especially for our camera crews who film in tornado alleys. The IK-HD1 lens mount accommodates multiple lenses and, depending upon our shot list, can add up to a substantial cost savings for our clients."

A variety of selectable outputs and remote head features make Toshiba's family of HD cameras ideal for any broadcast application (sports, reality TV, 3D production, hidden camera, etc.). Toshiba Imaging's suite of five, ultra-compact, high definition cameras includes both 3CCD and the more affordable CMOS sensor models. Other applications include aviation/aerospace, machine vision, military and defense, life sciences, diagnostics and microscopy. For more information, please visit www.cameras.toshiba.com.

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Toshiba Imaging Systems Division (Irvine, CA) is the premier supplier of high quality video cameras for machine vision, R&D and scientific applications. Advanced video imaging technology and high resolution cameras such as Toshiba's 3CCD color cameras and their remote head camera family has earned Toshiba America's Imaging Systems Division the distinctive reputation for offering the most advanced imaging solutions to the industrial and scientific communities. Visit www.cameras.toshiba.com for more information.