

March 2011

## Press Release

### SBP Italy contracted with Ikegami for 20 HDK-79EXIII HDTV Camera systems

Ikegami Electronics (Europe) GmbH, based in Neuss, Germany and SBP Spa, based in Rome, Italy are proud to announce that they have agreed contract for the provision of 20 Ikegami HDK-79EXIII HDTV cameras complete with Dual technology CCUs (with Triax and Fibre capability) and all the relevant accessories needed for both studio and OB production, including system expander.



Mr. Akira Harada, President of Ikegami Europe, comments – “This is the start of a new era after a long absence. It is extremely significant, as we start doing business again with SBP that was the first Italian Company to adopt Ikegami cameras. Firstly with HK-323 tube cameras and then with HL-55/HK-355 CCD cameras. For many years SBP was one of Ikegami’s most significant international accounts”.

Mr. Marco Balsamo, Chief Executive Officer SBP said –“I started working in Television Production many years ago using Ikegami products which where remarkable for both their quality and excellent reliability.



Today, after a long break, we are happy to be back working with the Ikegami again. Ikegami manufactures serious leading-edge products and, most importantly, has the absolute will to act as a true technology partner. The quality products we are purchasing today will certainly address the great challenges we foresee in the near future”.

For more information:

[www.ikegami.de](http://www.ikegami.de)

[www.sbp.it](http://www.sbp.it)