

CONTACT: Yasu Miyata
408-512-1363
Ask@KENXA.us

FOR IMMEDIATE RELEASE: 3 February 2007

HDTV COMES TO THE AMERICAN OPERATING ROOM

Surgeons, no strangers to groundbreaking technology, have the state-of-the art at their fingertips during Surgical Spring Week. That's when the first full high definition digital video system for the operating suite debuts in the U.S. Surgeons and allied professionals will get hands-on experience of a unique, one-touch video image capture and control system in Booth #812 at the SAGES/AHPBA exhibition at the Paris Las Vegas Hotel, April 19-21.

The CXHD video recording and editing system is the brainchild of Seventh Dimension Design, Inc. (SDD), Japan's leading medical video equipment maker. Like SDD's popular standard digital video system, DATA Gen PRO, the compact CXHD connects to either surgical cameras or endoscopes and features an easy-to-use, four-panel touch-screen with a one-of-a-kind Graphical User Interface. The result is remarkably easy recording, replay, editing, and selection of crisp, clear scenes and stills for presentations.

CXHD, however, takes digital technology to the next level. In terms of image quality, high definition 1920x1080 pixel resolution is six times more detailed than standard 720x480 NTSC video.

"This is genuine, full spectrum HDTV in the surgical environment," says SDD's U.S. representative, Yasu Miyata, "It's full, non-converted HD from camera to recording. The resolution is visibly superior. For any health care team investing in video for documentation and education, this is the highest quality image with the easiest user interface possible."

With more than 600 units sold over the past four years, SDD's custom digital medical video products have constantly set new standards for long-duration capture, on-the-spot scene indexing, and easy editing of clips and stills for PC and Mac presentations.

The SDD booth #812 at SAGES will feature both the CXHD system and the DATA Gen PRO system for hands-on trials, plus a take-away product review DVD for the DATA Gen PRO. CXHD can also be previewed online: <http://conceptxhd.com/en>.



The CXHD high definition video system features a highly intuitive user interface for ease of use in the surgical environment, as well as 1920x1080 pixel resolution for unsurpassed image detail and quality.

(For a more detailed photo for print use, contact Kenxa Corporation. See information below.)

Company Information:

Manufacturer:

Seventh Dimension Design, Inc.
Address:5-1-14-22F, Hamabe-dori, Chuo-ku
Kobe, Japan, 651-6591
Phone: +1-(408) 512-3915 (USA)
Fax: +1-(408) 273-6920 (USA)
E-mail: info@data-gen.com

Authorized Distributor:

Kenxa Corporation
Attn: Yasu Miyata
Address: 111 North Market Street, 6th Floor
San Jose, CA 95113-1100 USA
Phone: +1-(408) 512-1363
Fax: +1-(408) 516-8340
E-mail: Ask@KENXA.us