

August 28, 2025

Hibino Corporation

Hibino Introduces PIXELHUE's "Q8" 4K Presentation Switcher with Real-Time Video Processing Power for the First Time in Japan to Enhance Video Display Systems for Increasingly Large-Scale Concerts and Live Events

– "Q8" workshop was held at the Hibino Immersive Entertainment Lab on August 4 and 5 –

Hibino Corporation (Headquarters: Minato-ku, Tokyo; President & CEO: Teruhisa Hibino) has introduced the "Q8" high-performance 4K presentation switcher by PIXELHUE for the first time in Japan, which TECHNO HOUSE INC., a Hibino Group company, imports and sells, from August 2025.

With the capability to accurately process multiple high-resolution video signals in real time with low latency, the Q8 enables sophisticated visual experiences at large-scale concerts and live events held in stadiums and domes. Through this introduction, we will strengthen our structure to provide optimal video display systems based on the scale of visual productions and requests by expanding our lineup of equipment handled.



From left: GANG (MICHAEL) WEI, Business Development Director of PIXELHUE;
Junichi "IMO" Imokawa, Director and Managing Executive Officer of Hibino

● Background and purpose of introducing the Q8: Expand the lineup of equipment to respond to diversifying visual production needs

Our hibino visual Div. collectively provides services ranging from planning to rental and operation of large-scale video display systems in various fields such as large-scale concerts at domes and arenas as well as exhibitions and corporate events.

In recent years, visual productions for concerts and live events have become increasingly more diversified, and LED displays installed on the stage have been growing in size. To respond to such changing needs of our customers, we decided to introduce the Q8, PIXELHUE's flagship model of 4K presentation switchers, for the purpose of further expanding the lineup of visual display systems for large-scale concerts and live events.

● Reason for adopting the Q8: Performance confirmed through actual operation, and stable development system

PIXELHUE's flagship model, Q8 supports up to 48x 4K concurrent inputs and up to 16x 4K concurrent outputs, and can process enormous amounts of video data in real time with low latency as low as 1 frame. Additionally, supporting a maximum of 32x 4K mixing layers, it even enables complex layouts. In considering the introduction of the Q8, we conducted a pilot introduction of the standard model "P20" to confirm performance and operability of the company's products. We have started to explore the introduction of the Q8 based on the solid performance of the P20 proven through the actual operation on site. Following repeated verification of performance including image quality and operations at the Hibino Immersive Entertainment Lab, a research and development hub held by us for new entertainment experiences, and actual on-site operation in a stadium-class environment, we assessed its performance and reliability and decided to introduce the Q8.

Furthermore, PIXELHUE, as a group company of NovaStar Tech Co., Ltd., the world's leading LED processor manufacturer in China, has a stable development system based on the technological resources and other resources of the group. We can expect sustained development and support for the company's products. This is also one of the reasons for the adoption.

● Junichi "IMO" Imokawa, Director and Managing Executive Officer, in charge of Hibino Visual Group

Hibino Group has been committed to introducing the most advanced professional video equipment to the Japanese market for many years now. We pride ourselves on working in close partnership with leading overseas manufacturers. Alongside our Concert and Event Services Business, which operates this equipment at the forefront of entertainment, we are in a unique position to be able to combine real-world operational expertise with product development.

By sharing direct feedback with manufacturers, we help drive their technology forward while ensuring our customers benefit from equipment that meets the demands of next-generation events.

We are pleased to announce that we will be using the **PIXELHUE Q8 presentation switcher**, marking another step in pushing the boundaries of live visual experiences. By constantly sourcing innovative products worldwide and staying ahead of the curve of industry trends, Techno House and Visual Division work together to introduce cutting-edge solutions while also shaping the future.

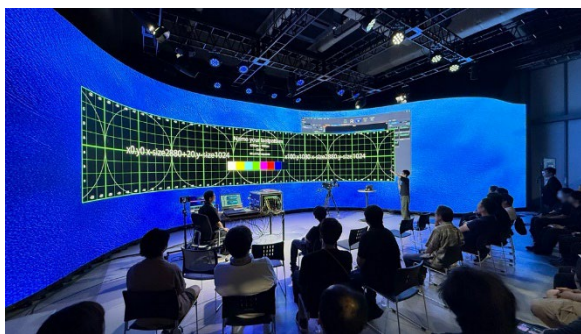
The Q8 is a perfect example of this process. Chosen for its ability to deliver breakthrough performance, tuned through our close collaboration with manufacturers, and introduced to Japan before any other company. We believe its capabilities will set new standards for concerts and live events, raising the bar for visual presentation and creating experiences that both audiences and industry leaders will remember.

● About PIXELHUE

PIXELHUE is a China-based video processor manufacturer established in 2017. The company provides comprehensive services ranging from development, manufacturing and sales of a broad line of products like switchers and scalers to after-sales support through its unique training programs. With approximately half of its employees engaged in research and development, it focuses on forward-looking technological development. In the Japanese market, the company has built a support team of 20 members including on-site and off-site staff, aiming to provide attentive support to customers. Moreover, PIXELHUE plans to open Tokyo showroom during FY2025 in order to further expand services.

● “Q8” workshop held at the Hibino Immersive Entertainment Lab

On August 4 and 5, a workshop on the Q8 was held at the Hibino Immersive Entertainment Lab (hereinafter the “Lab”). A large-scale LED display system with a width of 22.5 meters and height of 4 meters (equivalent to three 4K screens) was installed at the Lab, using Hibino’s ROE Visual “Topaz-C1.9.” A curved design element was incorporated by taking advantage of a feature of “Topaz-C1.9” where the panel itself is capable of bending. At the workshop, we presented specifications of the Q8 and track records of introducing the product inside and outside Japan along with video footage.



Scenes from “Q8” workshop

The contents projected onto an LED display in the key visual for this press release were produced by WIT COLLECTIVE LLC with which we recently announced the partnership (*), leveraging generative AI. Under the theme of “creating a new synergy through partnership between companies having different characteristics,” specialists known as CreAItive Conductors – experts in both video production and generative AI creatives – were in charge of the production. They completed the contents by giving directions to generative AI from various perspectives such as texture and color tone. The shoot was conducted at the Lab.



(*) Press release: Hibino Partners with WIT COLLECTIVE to Pioneer Next-Generation Entertainment Using Generative AI (June 19, 2025)
https://www.hibino.co.jp/english/topics/pdf/202506_wit_hibino.pdf

● **hibino visual Div.:** <https://www.hibino.co.jp/english/visual/>

[Inquiries about this press release]

● **Media and Press Inquiries**

Public Relations Section, Corporate Planning Group, hibino GMC, TEL: 03-3740-4391 (Main)
Hibino Corporation E-mail: ir@hibino.co.jp

● **Customer Inquiries**

Large-scale video services for concerts and events	hibino visual Div., Hibino Corporation https://www.hibino.co.jp/english/support/input-visual.html
For purchasing PIXELHUE products	Media & Entertainment Team, TECHNO HOUSE INC. https://www.technohouse.co.jp/contact/