



For Immediate Release

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Sony Unveils Its First Complete Professional HDV Solution

Professional 1080i Camcorder and VTR, Combine with Broad NLE Software Compatibility to Create Entry-Level HD Production Workflow

November 10, 2004 – Sony is expanding its line of professional video products with the introduction of a complete High Definition (HD) video production system based on the HDV format.

The new HVR-Z1P camcorder and HVR-M10P VTR form the core of an entry-level HDV acquisition and playback solution, designed to provide video professionals with a flexible and affordable migration from Standard Definition (SD) infrastructures to the rapidly expanding world of HD.

“HDV represents a major shift in the evolution of the camcorder,” said Paul Maroni, Product Marketing Manager, Business Solutions Division, Sony Australia. “HDV provides affordable, high resolution images without breaking the budget for serious videographers – HDV is set to expand HDTV to a whole new audience.

“The key to our HDV system is versatility and backwards compatibility with existing SD DVCAM equipment. The Z1P camcorder offers an excellent migration path to the HD future where producers and directors can shoot HD and edit in SD today while future proofing their original footage for compiling in HD at a later date.”

The HVR-Z1P 1080i HDV camcorder can capture HDV, DVCAM and DV images at 60i, 50i, 30, 25 or 24 frames per second, in either SD or HD. This switchable 60/50 capability allows videographers to use just one camcorder to meet an array of client needs for both local and overseas markets.

The new camcorder uses three Super HAD, 1/3-inch, 16:9 native CCDs. Combined with a 12X Optical Zoom Carl Zeiss Vario-Sonnar® T Lens and Sony's new 14 bit A/D converter with Digital Extended Processor (DXP), the Z1P's advanced CCD design allows more light to reach each pixel in the imager, improving the signal-to-noise ratio and sensitivity.

In addition to high-quality image capabilities, the HVR-Z1P includes a complete inventory of features and capabilities that make the camcorder a truly professional production tool. Key features include:

- EBU timecode with user presets
- Simultaneous use of viewfinder and LCD display (selectable)
- Balanced Audio XLR input connectors (x2) w/Selectable Phantom Power
- Built-in HD to SD down conversion playback
- CineFrame™ and Cinematone™ functions for “cinema like” recordings (25F/30F/24F)
- Manual Iris Control w/24 steps

HDV VTR

The HVR-M10P model is a lightweight, compact HDV 1080i VTR capable of record and playback of HDV 1080i, DVCAM, and DV SP images, as well as playback of video recorded in 720P. In addition to providing backward compatibility with SD DV or DVCAM digital video, the VTR and camcorder can directly down-convert 1080i recorded images to SD output in the digital or analogue domain.

Industry Support

A critical aspect of any professional video production is compatibility with an array of third-party non-linear editing solutions. Sony's HDV production system can achieve interoperability with editing software from Adobe, Apple, Avid, Canopus, Microsoft, Pinnacle, Ulead, and Vegas 5® software, which can fully handle 1080i HDV signals.

“Sony is committed to providing HD acquisition solutions for all levels of video production, from the keen enthusiast, through to leading feature film producers,” said Maroni. “By standardising on a 1080 line HD format directors and producers can work with the best quality images digital technology can deliver today.”

Pricing and Availability

The HVR-Z1P and the HVR-M10P will be available in February 2005 at an estimated price of \$8,500 + GST and \$5,300 + GST respectively.

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Editor's Note:

The following page outlines the differences and added features of the HVR-Z1P Professional camcorder over the previously announced HDRFX1 Consumer camcorder.

Product images are available on request.

For more detailed product information, your readers can visit www.sony.com.au. To find the nearest Sony authorised dealer or service location, readers can call 1800 017 669.

Sony Corporation is a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Its music, pictures and computer entertainment operations make Sony one of the most comprehensive entertainment companies in the world.

Additional features on HVR-Z1P vs HDR-FX1 (consumer) - For Professional Users -

Eight Highlighted Features:

- **HDV / DVCAM / DV Switchable**

Provides professional users with the flexibility to choose the format that suits the need of their production, offering an easy migration from their current SD based environment.

- **50i / 60i (PAL / NTSC) Switchable**

Allows professional users to create their content for both local and overseas production. Negating the need for two separate camcorders operating in two different standards.

- **2ch Audio XLR Inputs**

Offers high quality audio recording with an external microphone supplying +40V phantom power. XLR inputs or the built-in stereo microphone can be selected.

- **2ch Independent Audio Rec Level Control**

Intuitive control of audio recording level is possible with 2-channel separate dials.

- **Time Code Preset**

Supports professional operation with flexible Time Code and User Bits setting.

- **B/W & Colour Switchable Viewfinder**

Allows professional users to select Black & White display on the Viewfinder, which makes focusing easy, as well as Colour display.

- **Simultaneous Operation of LCD Panel & Viewfinder**

Allows professional users a useful operation to focus shots accurately via the Viewfinder while simultaneously framing images via the fold-out LCD Panel.

- **6 Assignable Buttons**

6 Assignable Buttons are available to assist customised use for professional users. The user can assign 6 frequently used functions such as Hyper Gain, AE Override, White Balance Level for Outdoor use, Safety Zone Marker etc. selecting from over 10 available parameters.

Other Additional Features: These are in addition to the excellent features already incorporated in the HDRFX1 camcorder

Colour Correction

All Scan Mode

AE Override

Black Stretch

Microphone Input Setting

Edge Crop on 4:3 SD down conversion output

Setup Level Select

AF Assist

External Rec Control

White Balance Outdoor Level Shift

Hyper Gain

All Display Off

Quick Rec

Numerical Value Display of Zoom Ratio

Selectable Peaking Level & Colour

Expanded Focus Off Mode

Safety Zone & 4:3 Marker

Date Rec

Audio Monitoring Select

Audio Limiter

Audio Noise Reduction

Wind Noise Reduction

Sensitivity Select on Built-in Microphone

2-mode Cinematone Gamma

Shot Transition Start Timer

Skintone Level Control

Smooth On-handle Zoom

Audio Output Level Select

2-mode Colour Bars

Hours Meter

AC Adaptor/Charger (AC-VQ850) supplied as standard