

Panasonic Adds Two Advanced D-snap SD-Card Multifunction Cameras with MPEG4 Video and Music Capabilities

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Matsushita Electric Industrial Co., Ltd., best known for its [Panasonic](#) brand products, today introduced two new D-snap SD video cameras. The models SV-AS30 and SV-AS3 can snap still and moving images, play back video and music files, record voice notes and share contents with a wide variety of SD-enabled products, including digital TVs, DVD recorders and printers. The SV-AS30 will be available to the public on October 30 and the SV-AS3 on November 27.

The two models function as effective 3.2 megapixel CCD digital cameras, MPEG4 video recorders, AAC/WMA/MP3 music players and voice recorders recording up to 66 hours on a 1 GB SD Memory Card. The SV-AS30, super-thin model, incorporates all these features in a compact $53.2 \times 103.2 \times 9.9$ mm (14.0 mm at the lens) casing, the slimmest in the world. The stylish and ultra-portable units can conveniently drop into a pocket or lady's purse.

Equipped with an SD Memory Card slot, they can network with PCs and other SD-compatible products. As a digital still camera, they produce 16:9 images in the HDTV mode. Images can be reproduced on Panasonic's VIERA large-screen high-definition TVs. By directly connecting to a PictBridge compatible printer, the new D-snap models can print images without using a PC.

As a video recorder, they can record MPEG4 pictures (30 frames per second) for as long as the SD Card capacity permits. The recorder can capture them up to 110 minutes in its extra fine mode on a 1 GB SD Memory Card. Users may record TV programs on to an SD Memory Card from a VIERA digital TV or a DIGA DVD recorder, and can watch the programs on the built-in 1.5-inch color LDC monitor.

Users can also record their favorite AAC, WMA and MP3 music files on an SD Memory Card in high quality audio sound. The ultra-slim SV-AS30 can play continuously for 18 hours and comes in three colors - silver, black and brown. The pocket-sized SV-AS3, measuring $52.5 \times 88.7 \times 21.0$ mm, can play back continuously for 36 hours. This model is available in four colors - silver, light blue, blue and orange.

Other key features common to the two models include 4× digital zoom, illuminating jog ball for improved ease of use, built-in microphone and speaker, flash (auto/reduced red eye/flash on/flash off), night mode for still photos and ISO sensitivity (auto/100/200/400). SV-AS30 features a

rotating lens allowing self-portraits and 10 cm close-up shots.

D-snap SD video cameras are part of the new connected AV life Panasonic proposes. SD Memory Cards play an integral part in this vision, offering versatility and easy transfer of pictures, video, music or sound to a variety of SD-enabled products in the market. As of September 2004, 119 companies offered more than 1330 SD products in Japan. Having developed over 330 SD-enabled products, including D-snap SD video cameras, VIERA TVs, DIGA DVD recorders, Strada car navigation systems and cell phones, Panasonic is demonstrably committed to presenting new products that will bring excitement to our daily life.

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