

Sony Unveils World's Smallest AVCHD High-Definition Camcorder

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HDR-CX7

Sony is bolstering its lead in the high-definition camcorder arena with the introduction of AVCHD technology-based models.

The new Handycam HDR-CX7 model is the world's smallest and lightest AVCHD high-definition camcorder. It can record nearly three hours of full HD 1080 video on an 8-GB Memory Stick PRO Duo media card (LP mode). Weighing just 15 ounces with the supplied battery, it provides ultra-portability as well as a virtually crash-proof recording system, instant archiving to Memory Stick PRO Duo media (sold separately), and effortless connection to a PC via USB for editing and back-up.

The new HDR-SR7 AVCHD high-definition camcorder can record more than 22 hours of full HD 1080 video on its built-in 60GB hard disk drive, while the HDR-SR5 model's 40GB hard drive can hold more than 15 hours of footage (LP modes). In addition to long recording times, these two models offer compactness and Sony's HDD Smart Protection system to safeguard against data loss as well as easy connection to PCs via USB.

“Camcorder users are quickly embracing non-linear camcorder formats, such as hard disk drive and flash media, because they make it easy for anyone to view and access footage quickly,” said Linda Vuolo, director of camcorder marketing at Sony Electronics. “Our models offer the added advantages of superior high-definition picture quality. With the widest range of consumer high-def models, we can satisfy the needs of virtually everyone.”

The new camcorders debut enhanced functions for easy browsing and searching on their high-resolution, 2.7-inch Clear Photo LCD Plus screens. You can swiftly find scenes via the new film roll button to view footage as a film roll index, which displays multiple scenes as thumbnails within a single movie file. Sony also integrated new face index technology so you can also access specific scenes by familiar faces.

For more advanced searching on a compatible PC, you can use the camcorders' bundled Picture Motion Browser software to access the highlight index. It incorporates a search engine for voices and colors as well as faces so you can quickly get to the scenes you want to watch.

The new models incorporate Sony's ClearVid CMOS sensor technology for stunning detail and clarity. Combined with the Enhanced Imaging Processor technology, these models deliver the advantages of high resolution, high sensitivity with low noise, and virtually smear-free

pictures.

The HDR-CX7 and HDR-SR7 models utilize Sony's 3-megapixel sensor for full HD 1080 video and 6-megapixel digital still photos. They are also equipped with Super SteadyShot® optical image stabilization to produce smooth video results, as well as virtually blur-free photos. The HDR-SR5 model integrates a 2-megapixel sensor for full HD 1080 video and produces a 4-megapixel photo.

Additionally, all models benefit from Carl Zeiss Vario-Sonnar T optics for increased contrast and true-to-life color saturation.

With Sony's x.v.Color technology, based on the new international xvYCC color standard, the new camcorders reproduce a much wider data range of colors than the conventional sRGB standard. When connected to a compatible HDTV via the camcorders' HDMI outputs, home videos sparkle with vivid, natural-looking results.

The new models support the AVCHD camcorder recording format based on the MPEG-4 AVC/H.264 codec for video compression and Dolby digital audio. In addition to high-quality video, they provide an exceptional audio experience with built-in Dolby Digital 5.1-channel surround sound recording.

These new high-definition camcorders allow for quick data transfer from the camcorder to a compatible PC for editing, back-up and playback. Although bundled with software for simple editing, these camcorders are also compatible with the currently-available Sony Vegas 7.0e software update, as well as Sony Vegas Movie Studio Platinum Edition software that will be available in July.

The models' supplied Handycam Stations include a One Touch Disc Burn button for easy DVD creation using a PC and the bundled software.

These stations now feature HD component output for instant connection to a compatible HDTV set when the camcorders are cradled.

High-definition content recorded on standard DVDs can be played back on compatible Blu-ray Disc devices, PLAYSTATION3 computer entertainment system and standard DVD drives on compatible PCs with the models' bundled software.

The HDR-SR5, HDR-CX7 and HDR-SR7 camcorders will ship in June for about \$1,100, \$1,200 and \$1,400, respectively.

Source: Sony

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