

Panasonic Introduces Two New HD Camcorders

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Panasonic today announced two new High Definition video camcorders. The new HDC-SD5 and HDC-SX5 camcorders employ cutting-edge imaging technology to capture video recordings that are breathtakingly clear and vibrant, especially when viewed on a high-quality, large screen TV.

Both the HDC-SD5 and HDC-SX5 use the AVCHD format to record full-HD video with 1920 x 1080 pixel resolution. They both employ Panasonic's original 3CCD camera system, a professional broadcast feature, which renders vivid, true-to-life colors, outstanding detail and rich gradation.

Both camcorders also boast Panasonic's new Advanced O.I.S. (Optical Image Stabilizer) minimizing the effect of hand shake. This technology helps produce crisp, clear images, which is especially important for viewing on large-screen high resolution TVs where image imperfections are easily visible.

The HDC-SD5, which records video onto SDHC/SD Memory Cards, debuts as the world's smallest palm-style 3CCD full-HD camcorder. It is even smaller than its predecessor model, HDC-SD1, giving the SD5 superb portability. The SD5 also features a new USB Host function that significantly improves data storage and playback ease. With an optional newly released DVD burner, model VW-BN1, users can copy or play back video recordings in the original AVCHD format to deliver the ultimate High Definition viewing experience on a large-screen TV.

The HDC-SX5 can record full-HD motion images onto both SDHC/SD Memory Cards and DVD discs. It can record up to 180 minutes of video on an 8GB SDHC Memory Card (available September 2007), and up to 60 minutes on a 3-inch DVD-R dual-layer disc. The combined media captures up to 240 minutes of full-HD recording. The SX5 can also copy recorded video from an SDHC/SD Memory Card to a 3-inch DVD disc internally with the touch of a single button, without connecting to a PC. Video can also be recorded on a DVD disc in standard definition (MPEG2) format for playback on a DVD recorder/player.

“Panasonic’s first generation of HD camcorders with the AVCHD format made history in the diffusion of HD, but these new models make Living in High Definition even more of a reality for even more people,” said Rudy Vitti, national marketing manager, Panasonic Consumer Electronics Company. “Recording Full HD is easy and convenient with these compact models, so everyday events can be recorded in HD and enjoyed in HD. It’s as simple as putting an SD Memory Card into a Plasma TV or sliding a mini DVD into a Blu-ray Disc player.”

Both HD camcorders will be available in September, with a suggested retail price of \$999.95 for the HDC-SD5 and \$899.95 for the HDC-SX5. SRP of the VW-BN1 DVD burner will be \$199.95.

Source: Panasonic

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