

Samsung Launches New Compact Camcorder with YouTube Connectivity

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Samsung Electronics unveiled today the SC-MX20, the successor to the company's popular SC-MX10 compact digital camcorder. The ideal camcorder for the exploding generation of consumers uploading video content to the Internet, the SC-MX20 features a customized recording mode optimized for YouTube or multi-media devices, further simplifying the way users integrate the camcorder into their digital lifestyles.

Featuring a high-performance 680K pixel CCD sensor which delivers a resolution of 720x480, the Samsung SC-MX20 captures video with

stunning color and clarity. The new model features a powerful Schneider lens with 34x optical zoom and advanced noise reduction (3-D Noise Reduction) technology to provide superb video quality. It also features Samsung's improved Advanced Image Stabilization, assuring that consumers will be able to record blur-free memories both near and far, as well as Face Detection, which can automatically detect up to five faces and adjust focus to ensure better composition.

The SC-MX20 features a slot for SD/SDHC (up to 32GB) and MMC+ memory cards and utilizes H.264 compression for longer record times and enhanced video quality. Samsung's H.264 technology more than doubles the compression ratio so that it takes less time to send video files via email or upload them onto the Internet.

Thanks to H.264 compression, when in full resolution and when set to fine mode, users can record up to four hours of footage using an 8GB memory card, eight hours using a 16GB memory card, and up to 16 hours using a 32GB memory card. Furthermore, the SC-MX20 features the longest battery life in its class, lasting up to three hours.

For added convenience, and to enhance the consumer's experience when shooting video, the new SC-MX20 features Samsung's exclusive swivel hand-grip which effortlessly adjusts for regular and low angle shooting. The camcorder features a large 2.7 inch LCD to help users frame their subjects and review footage even in sunlight.

"The SC-MX20 is a camcorder that offers a host of advanced features at an impressive price point," said Tony Sorice, Vice President of Sales and Marketing for Digital Imaging at Samsung Electronics America.

"Sharing many of the same advanced features as our higher-end digital camcorders, including the head-turning design of the SC-HMX20C, the SC-MX20 is sure to stand out from the crowd of 'me-too' camcorders."

The SC-MX20 features a unique shooting mode that allows users to select a resolution and format that are perfect for uploading content to YouTube™ or multi-media devices. By selecting the Web & Mobile mode, the camcorder's resolution is automatically adjusted to 640x480 (H.264 / AAC / MP4) and optimized for use on Web sites. Unlike other camcorders, users can easily import video from the SC-MX20 and play it on MP3 players and other portable multimedia players supporting H.264, without having to convert the files. The SC-MX20 also comes bundled with CyberLink software for the additional editing and customization of video files.

The SC-MX20 features Samsung's useful iCheck and iScene modes. iCheck allows the user to effortlessly check remaining battery life and memory capacity with the touch of a button, while iScene allows the user to select up to 10 automatic scene modes for capturing the best footage no matter what environment they may be in.

Appealing to a variety of consumers, the SC-MX20 will be available in four colors, including black, red, white, and blue, all with silver trim. The SC-MX20 will be available in August 2008 with an estimated selling price of \$280.

Source: Samsung

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