

# SONY

make.believe

## DVCAM™ from Sony

### Choose DVCAM for Quality and Durability

Sometimes you get one chance to catch the action so it makes sense to use the best possible media.

For many of today's top producers and cameramen, that media is DVCAM.



**DVCAM**



## Better Quality, Higher Reliability, Safer Storage

Now celebrating its 15th anniversary, DVCAM offers superior quality than consumer DV media and is one of the world's most reliable and durable digital video formats.

DVCAM gives you the freedom to shoot in SD or HD and is designed to protect the life of your equipment.

## Manufactured for perfection

Sony DVCAM is manufactured at the Sony Chemical Information Device in Japan, one of the world's most advanced recording media production facilities. With the very latest equipment, a highly trained workforce and ISO9001 certification, Sony Chemical Information Device is synonymous with supreme quality and reliability.

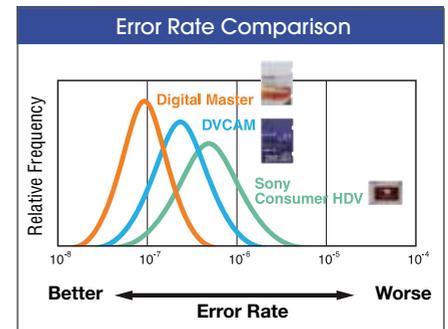
Being a professional video format, DVCAM is technically superior to consumer DV media. Advanced technology, latest components and sophisticated production techniques ensure DVCAM is the ideal choice for professional productions. Quality is guaranteed with 100% final product inspection.

Sony Chemical  
Information Device



## Step up to higher video quality

Make no compromises with your next shoot. Capture on DVCAM and enjoy your production in the highest quality video. Advanced tape technology gives smoother, more stable performance during recording, playback and editing, wherever in the world you are working.



### Higher Density

DVCAM Hyper Evaticle-IV technology provides higher density than consumer DV tapes with ultra efficient magnetic evaporated layers. This technology increases RF output and CN ratio to give clear, stable video performance.



### Lower Dropouts

With 50% less dropouts than consumer tape, DVCAM minimises errors for improved quality. Rigid quality control keeps noise low and standards high.



# World class performance for everyone

Choose DVCAM and you are supporting your video productions with the best DV technology available. DVCAM sets the standard for performance, featuring advanced metal evaporated tape technology and a DLC (Diamond Like Carbon) protective layer for superior quality, reliability and durability.



### Less Errors

With 50% less dropouts than consumer DV, errors are minimised and quality improved

### Saving Cost

Minimize head wear and maximize the life of your equipment

### Total Compatibility

Designed to get the best from your DVCAM equipment with optimized tracking and playback



### Safe and Secure

Protected by a tough hard case for professional shooting in extreme conditions

### Fully Tested

Unlike DV media, 100% of DVCAM tapes are checked during the winding, assembling and packing process

### Ideal for HD

Gives you the freedom to shoot in high definition with full HDV compatibility

Comparison table*1				
		Cons.DV tape	DVCAM tape	DVCAM Benefits
Edit Simulation*2	(pass)	>50	>150	Security / Durability
Still (+5%)	(min)	>60	>240	Durability/ Quality of pause mode picture
Dropouts (Average)	(counts/min)	100	50	Security of content

\*1 Based on Sony's internal measurements

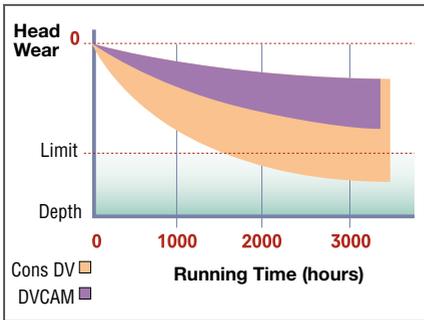
\*2 Tape run repeatedly by edit mode for two minutes length until a picture noise occur.

# Our technical expertise

## Minimal head wear to protect your hardware investment

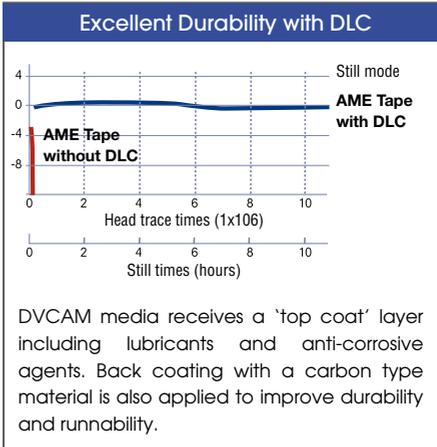
It's a fact! Using DVCAM media in DVCAM drives protects the life of your equipment. By dramatically reducing head wear, DVCAM is a sound financial investment for the future.

By developing DVCAM hardware and media in partnership, Sony has increased the guaranteed operational life of the VTR head drum to an exceptional level. Using DV Media in professional DVCAM equipment is possible but not recommended as head wear is almost three times higher, shortening its life by almost one third.



## Tough, rugged and durable

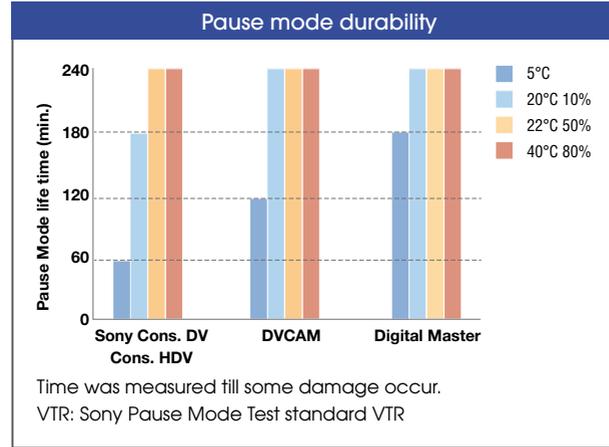
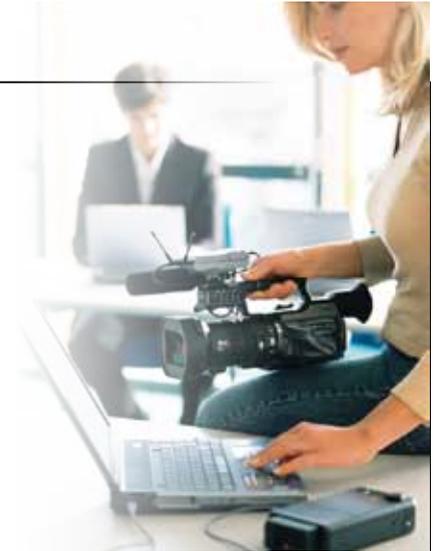
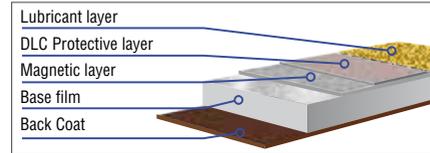
Why take risks with your archives? DVCAM includes a Diamond-Like-Carbon (DLC) layer for maximum durability, making it ideal for secure long-term storage. With an estimated archival life of 30 years, subject to proper handling and maintenance, you can store your precious recordings on DVCAM with total confidence.



DVCAM media receives a 'top coat' layer including lubricants and anti-corrosive agents. Back coating with a carbon type material is also applied to improve durability and runnability.

## Designed to Protect

The superior DLC coating is enhanced with a special Carbon Depositing process that deposits carbon ions onto the evaporated layer. Combines a 'top coat' layer including lubricants and anti-corrosive agents with a back coating for smooth, durable performance.



Time was measured till some damage occur.  
VTR: Sony Pause Mode Test standard VTR



## Unbeatable range of products

Choose from a wide range of DVCAM media, designed to perfectly match your DVCAM equipment. With recording times from 12 to 184 minutes, there's tape solutions for every possible project from simple shoots to long-running documentaries.

### PDV-N Series (without IC Memory)

Model	Recording time	Recording time	Tape length (m)
	(min) DVCAM mode	(min) DV/HDV mode	
PDVM-12N	12	18	24
PDVM-22N	22	33	41
PDVM-32N	32	48	58
PDVM-41N	41	63	71
PDV-34N	34	51	61
PDV-64N	64	96	112
PDV-94N	94	141	163
PDV-124N	124	186	214
PDV-184N	184	276	315



For professional video productions that last for decades, the only serious media is DVCAM. It's technically superior to consumer DV tape, giving smoother and sharper quality. Shoot in SD or HD with Full HDV compatibility and archive for long periods with exceptional reliability and durability. Your creativity deserves the best.



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