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Panasonic Introduces the World's First Full HD Camcorders with 3MOS

Panasonic introduces two new Full High Definition camcorders, the HDC-SD100 and HDC-HS100, that use the advanced AVCHD video format to record 1920 x 1080 images in breathtaking full-HD quality.

With manual functions enabling users to capture dramatic, artistic images these models also incorporate in High Definition the world's first 3MOS system, newly developed by Panasonic based on 3CCD technology, renowned for its excellent colour reproduction. With expanded light-receiving areas, MOS sensors significantly improve image quality even in low lighting. The HDC-SD100 and HDC-HS100 deliver an AAA (triple A) performance in all aspects of image quality, functions, and operating ease.

Designed to be resistant to a certain level of impact, the HDC-SD100 records onto SD and SDHC memory card and in addition to its compact size, this makes it ideal for casual, walk-about shooting (a 32-GB SDHC Memory Card enables around 12 hours of recorded video clips to be stored.) Thanks to Panasonic's HD link capabilities, users can eject the SD Memory Card from both new models and slip it into the card slot on a Panasonic Freesat TV (TH-42/46/50 PZ81) or a BD50 or BD30 Blu-ray DiscTM Player*, and enjoy instant large-screen viewing of the stunning HD images.

* For AVCHD format camcorders, as of 18 June 2008

The HDC-HS100 is a hybrid model that enables recording HD images onto either an SD or SDHC Memory Card or the built-in 60-GB hard disk. With a 32-GB SDHC Memory Card enables around 12 hours of recorded video clips to be stored, and the 60-GB hard disk can store around 23 hours (both in HE mode). This gives the HDC-HS100 a total capacity of around 35 hours of Full-HD recording time. Users also have the ability to copy recorded video images from the SD Memory Card to the hard disk, or vice versa, with easy operation allowing flexibility to record to whichever media best suited for the consumer.

Panasonic's VW-BN1 DVD Burner (optional) can be used to burn images onto DVD's in original AVCHD format with no need to use a PC. The discs can then be easily played with the VW-BN1 and sent via the HCD-SD100 or HDC-HS100 to a large-screen TV for viewing in HD without use of a Blu-ray DiscTM player or similar device.

The HDC-SD100 and HDC-HS100 both come packaged with HD Writer 2.6 software for Windows, and also support iMovie '08 for Apple Macintosh, allowing users to edit the footage they capture. The HDC-SD100 and HDC-HS100 will be available from August 2008 at the Panasonic eShop.

New 3MOS Sensor
The HDC-SD100 and HDC-HS100 feature new 3MOS sensor. Developed by Panasonic, light passing through the lens is split into its three primary colour components (red, green and blue), and the signal from each is processed by one of the three MOS circuits. Compared with a conventional 1MOS, Panasonic's new 3MOS system captures more vibrant, true-to-life colours, in greater detail with richer gradation.

The MOS sensor's light-receiving area is about double* that of a CCD sensor ensuring sensitivity is higher. This

high-precision imaging element is the first in the world** to shoot in lighting as low as 2 lux enabling both new models to capture exceptionally clear, bright images.

* Compared with the HDC-SD9/HDC-HS9

** For HD camcorders as of 18 June 2008, shooting in Low Light mode at a shutter speed of 1/25

New Leica Dicomar Lens

The Leica Dicomar* lens system used in the HDC-SD100 and HDC-HS100 comprises 12 lenses in 9 groups, including aspherical lenses to improve resolution and contrast and an LD (low-dispersion) lens to prevent colour bleeding. A multi-coating process is applied to all lens elements to minimise chromatic aberration, to ensure images are crisper, clearer, and free of flare and ghosting. The use of a highly-refractive lens also made it possible to have both 12x zoom power and a compact body.

*Leica is a registered trademark of Leica Microsystems IR GmbH, and Dicomar is a registered trademark of Leica Camera AG.

Enhanced HD Crystal Engine

To maximise the capabilities of the new HD-level 3MOS sensor featured in the HDC-SD100 and HDC-HS100, Panasonic has enhanced its renowned Crystal Engine image processor, resulting in the HD Crystal Engine. A noise reduction circuit combines with the Intelligent Contrast Control circuit to boost image quality while reducing power consumption. The dynamic range is also approximately twice that in previous Panasonic models, which helps prevent blown highlights and blocked shadows and allowing for more natural colour expression. Offering both higher image quality and longer battery life, the HD Crystal Engine takes camcorder performance to new heights.

Advanced O.I.S. (Optical Image Stabilizer)

With Panasonic's Advanced O.I.S., gyrosensors detect hand-shake and a lens unit shifts to correctly align the optical axis, and produce sharp, blur-free images. This happens at a remarkable rate of 4,000 times per second. Now the compensation area has been almost tripled compared with previous systems*, so even very significant hand-shake is corrected. Users can capture clear, sharp images even when shooting long-distance zoom shots, where hand-shake is typically a big concern and there is no loss of quality as images are captured in full original beauty.

* Compared with the HDC-SD9/HDC-HS9

New Manual Ring

The Manual Ring is provided for users who want more creative freedom in their image production. With these new models users can enjoy precise, responsive fingertip control over five key settings -- zoom, focus, iris, shutter speed, and white balance.

New On-Screen Assist

On-Screen Assist function displays a guide for exposure compensation. There are different assist guides - Zebra Pattern, Brightness Level, and Histogram. These enable the user to determine the brightness level, and make the adjustments desired with precision not achievable by simply looking at the image on the LCD.

iA (Intelligent Auto) Mode

The world's first iA function* is offered on the HDC-SD100 and HDC-HS100 models automatically activating several convenient shooting functions at once. These include Advanced O.I.S., which compensates for hand-shake to eliminate blurring; Face Detection, which adjusts the exposure so faces are captured perfectly; and Intelligent Contrast Control, which helps ensure proper contrast. Also included is the Intelligent Scene Selector, which

determines the correct shooting conditions and automatically selects the Scene setting that will provide optimal results.

* For camcorders, as of 18 June 2008

Face Detection

This function automatically adjusts the exposure, contrast, skin complexion effect, and focus so that faces are captured perfectly, using the face of the person nearest the centre of the frame as a reference. Face Detection helps ensure that faces are clear, easy to see in an image and not lost in the shadows – even in situations with backlighting or low lighting. With Face Detection, there's no need to use different correction functions in different shooting situations. Face Detection can detect up to 15 faces in a frame.

Intelligent Contrast Control

This intelligent function continually measures the ambient light intensity and adjusts the contrast as it changes. Providing control over a wide range of lighting conditions, Intelligent Contrast Control helps prevent a washed-out look in bright parts of an image and black-outs in shadowy parts. Images can be captured with natural nuances and contrast. Even when shooting toward the light source, Intelligent Contrast Control captures true-to-life pictures with outstanding depth.

1.9-sec.* Quick Power-On Helps Catch Sudden Shooting Opportunities

Switch the power on and the HDC-SD100 and HDC-HS100 are in recording standby and ready to shoot in just 1.9 seconds. This not only makes it easier to catch spur-of-the-moment shots, it also saves battery time. Users can also choose the 0.6-sec Quick Start mode**, in which the power turns on or off when you open or close the LCD.

* HDC-HS100: Effective in card recording mode.

** This mode can be selected from the menu

Intelligent Shooting Selection Playback

This playback function automatically detects scenes that have serious flaws, such as images that are completely out of focus or shots of the ground taken inadvertently, and automatically skips them during playback. Viewers see only high-quality, mistake-free moving images.

5-Microphone, 5.1-Channel Surround Sound System

The HDC-SD100 and HDC-HS100 feature a 5.1-channel surround sound system with 5 microphones. When recordings are played on a 5.1-channel home cinema system, viewers are surrounded by clear, detailed sound.

25 Frames/Sec High-Speed Burst Shooting

This function lets the camcorder snap up to 25 consecutive 2.1-MB-resolution still images in a second, or up to approximately 72 consecutive shots in 3 seconds. This can be used to analyse a golf swing, tennis stroke or other motion. It can also be used to get good shots of subjects in fast motion. The user can fire off a number of shots without stopping, then keep the best ones and delete the rest.

Pre-Record

With the Pre-Record function on, the camcorder continuously records three seconds of images into an internal buffer memory. As a result when the Record button is actually pressed, the three seconds immediately prior are added at the beginning of the clip being recorded. This function is especially helpful for capturing sudden shooting opportunities.

Wide-Viewing-Angle LCD Monitor

The HDC-SD100 and HDC-HS100 incorporate an LCD that has 300,000 dots and a wide 170-degree viewing

angle both vertically and horizontally. The wider viewing angle is a big advantage in high-angle and low-angle shooting. It's a big advantage in playback too, allowing several people at the same time to enjoy viewing the video clip that was just recorded.

Power LCD Extra

The brightness of the LCD can be set to either of two levels to match the ambient light condition. At the brighter setting, the LCD provides clear, easy viewing even when shooting outdoors on a sunny day.

One-Button Dubbing (HS100)

The HDC-HS100 is a hybrid model that can record full-HD images onto either an SD Memory Card or the built-in hard disk drive. Recorded images can be copied from an SD Memory Card to the hard drive, or vice versa, by pressing a single button. The user can select from three copying methods: Copy All copies all of the moving and still images, Select Copy copies only selected scenes, and Copy by Date copies only images recorded on a specified day. Once images are recorded onto an SD Memory Card, just slip the card into the slot of a Panasonic PZ800, PZ700 or PY700 VIERA TV, or a BD50 or BD30 Blu-ray DiscTM Player*, and you're ready for spectacular large-screen HD viewing.

HD Writer 2.6 Editing Software (New)

The HDC-SD100 and HDC-HS100 come packaged with software that make it easy to edit the full-HD images recorded onto either an SD Memory Card or the hard disk drive. Using HD Writer 2.6 software together with the camcorder's Intelligent Shooting Selection Playback function, scenes determined to be seriously flawed (for example, from overly severe hand-shake or backlighting) are automatically extracted. The user can then delete them easily, without the usual troublesome operation. HD Writer 2.6 also lets the user specify which image files are uploaded to the PC, eliminating the bother and waste of time that occurs with programmes that automatically upload all scenes, including the ones you don't want.

HD Writer 2.6 even remembers which image files have been uploaded to the PC, so there is no worry about uploading the same file again later. This is convenient when users have recorded large amounts of data on a memory card or hard drive and upload it over several sessions. When copying images to a DVD disc, users can select either the full-HD AVCHD format or the DVD-Video format. Use AVCHD for images that will be viewed using a Blu-ray DiscTM player, and DVD-Video (standard-definition) for discs that will be played on a DVD player.

Digital images available on request

Reader enquiry number: 0844 844 3852