

# CAMCORDER AWARDS 2009

HDC-HS300 HDC-TM300

HDC-TM300

**Stuff.tv**  
★★★★★

**Stuff.tv**  
HOT BUY

HDC-HS300

Simply DV  
FABULOUS!

**iGIZMO**  
RECOMMENDED

THINK & BUY  
**TRIP**  
RECOMMENDED

**PC**  
**PRO**  
RECOMMENDED



**Panasonic**  
ideas for life

# CAMCORDER AWARDS 2009

**HDC-TM300**



**Stuff tv**  
★★★★★

**Stuff tv**  
HOT BUY

"The TM300's outdoor shooting potential is remarkable, with movies full of vivid colour and exceptional detail."  
"Stellar images when outdoors and countless manual modes make the TM300 fun to play with."

**HDC-TM300 – 6th February 09**  
[www.stuff.tv](http://www.stuff.tv)



"This could well be the best camcorder released all year."

**HDC-TM300 – February 09**  
[www.trustedreviews.com](http://www.trustedreviews.com)



*"Overall, the Panasonic HDC-HS300 offers the best image quality we have yet seen in a consumer HD camcorder, and its enthusiast features are comprehensive."*

**HDC-HS300 – February 09**  
[www.pcpro.co.uk](http://www.pcpro.co.uk)



**HDC-HS300**

















*"A fabulous HD camcorder that's going to be a hard act to follow."*

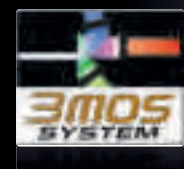
**HDC-HS300 – February 09**  
[www... implydv.com](http://www.implydv.com)



*"So this is a truly stunning new release from Panasonic, with the best HD image quality currently available and a comprehensive set of features for the video making enthusiast."*

**HDC-HS300 – February 09**  
[www.igizmo.co.uk](http://www.igizmo.co.uk)

PANASON C MODEL No & COLOURS		HDC HS300 BLACK	HDC TM300 BLACK
RECORD NG FORMAT		AVCHD	AVCHD
			
MEMORY FORMAT	SD Card		
	HDD	120GB	
	Flash		32GB
P CTURE QUAL TY	Sensor	3MOS	3MOS
	Lens	Leica Dicomar*	Leica Dicomar*
	Image Processing LSI	HD Crystal	HD Crystal
	5.1 Channel Surround Sound & Zoom Mic	YES	YES
FUNCTIONAL TY	AF Tracking		
	Face Detection		
	O.I.S. (Optical Image Stabiliser)		
	Intelligent Scene Selector		
	Intelligent Contrast Control		
	Optical Zoom	x 12	x 12
	<b>PRE-REC.</b>	YES	YES
SHOOT NG FUNCTIONS	Time Lapse Recording	YES	YES
	Colour Night View / Soft Skin Mode	YES	YES
	Digital Cinema Mode	YES	YES
	Scene Mode	YES	YES
	Manual Control (Manual Ring / On Screen Assist)	YES	YES
	EVF / Mic Input	YES	YES
ST LL P CTURE FUNCTION	MegaPixels	10.6	10.6
	Simultaneous Movie and Still Picture Recording	YES	YES
	Create Picture from Movie Picture	YES	YES
	High Speed Burst Shooting	YES	YES
	Touch Panel	YES	YES
EASE OF USE FUNCTIONS	LCD Frameside Control	YES	YES
	Hightight Playback	YES	YES
	World Time	YES	YES
	Quick Power On	1.9 Sec	1.9 Sec
	Quick Start (LCD open from power on)	0.6 Sec	0.6 Sec
	Anti Ground Shooting Mode	YES	YES
	Wide Angle Viewing LCD	YES	YES
	Auto Power LCD	YES	YES
	2m Waterproof / 5ft Shockproof / Dustproof	NO	NO
	WEB Mode	NO	NO
NETWORK NG	You Tube Uploader	YES	YES
	DVD Copying (USB Host)	YES	YES
	VIERA Link	YES	YES





**LEICA  
DICOMAR**



**FULL HD  
1920x1080**

**FULL  
HD  
1920x1080**

# CREATING BEAUTIFUL HD IMAGES

Technology that Produces  
Image Quality You'll Enjoy for  
Years to Come

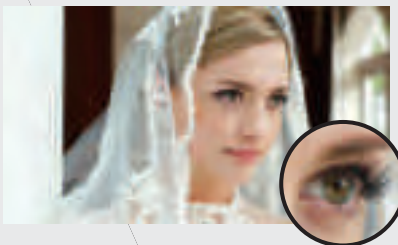
**FULL  
HD**  
1920x1080

## Full-HD images that bring out all the beauty of your memories.

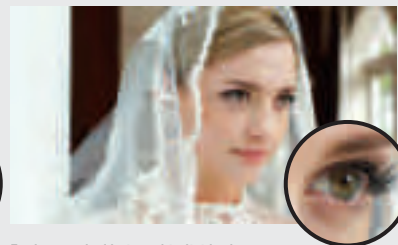
### High Definition vs. Standard Definition: What's the Difference?

HD images contain 5 times as much information as standard images. HDTV has 1080 horizontal scan lines. SDTV has 576. That translates into much higher resolution and much finer detail. With HD images on an HDTV, pictures are so clear and sharp that you can see textures. The shift in the industry from SDTV to HDTV is well underway. For shooting once-in-a-lifetime scenes that you want to capture in full beauty, an HD camcorder is the best choice.

Standard Definition



High Definition



Each strand of hair and individual eyelash is captured in clear, distinct detail.

# AVCHD

• AVCHD is a new standard for recording HD signals onto memory cards, DVD discs, and hard disks. It uses the H.264 standard to achieve more than twice the compression of conventional MPEG-2 and MPEG-4 standards. • AVCHD motion images recorded onto an SD Memory Card or a DVD disc cannot be played from a device that does not support the AVCHD standard. • Do not insert a disc containing AVCHD-recorded images into a device that does not support the AVCHD standard. The disc cannot be played on such a device, and it may not be possible to remove the disc once inserted.

\*In HG (high image quality) mode, 1920 x 1080 full HD recording with a Panasonic home-use camcorder refers to recording with 1,920 pixels in the horizontal direction and 1,080 pixels in the vertical direction.

## Dual Technologies that Enhance the Quality of Full-HD Images

### 3MOS System for Beautiful Images



For videos of important moments you want to preserve, you want high image quality. That's what Panasonic's 3MOS System delivers, with a combination of optical technologies that further enhance the quality of full HD images. The 3MOS System produces extremely accurate images with superb rendition of differences in darkness and light, rich colour expression, and a full 1,080 lines of horizontal resolution. This advanced technology helps turn once-in-a-lifetime moments into vivid, beautiful images.



### iA (Intelligent Auto) for Smart Control



There's nothing more disappointing than shooting a once-in-a-lifetime event on video, only to discover that the images are blurry or poorly exposed because of backlighting. Panasonic's iA helps avoid problems in difficult shooting situations by automatically making the optimal camera settings and activating certain functions. For example, iA now includes AF Tracking, a new function that "locks" on and follows a subject as it moves, so images are sharply focused and properly exposed. This technology is a huge help for everyone.



\*3MOS System: Unique to Panasonic, this advanced optical system combines 3MOS sensors, the Leica Dicomar lens and Panasonic's HD Crystal Engine.

Expressive performance with detailed images and feathered color grading

## 3MOS Sensor



The HS300, TM300, HS200 and SD200 feature three of Panasonic's new 1/4-inch 3,050,000-pixel MOS sensors. One sensor is used for each of the three primary colors (red, green, and blue), with each sensor containing an effective 2,070,000 motion-image pixels making it full-HD size. The three sensors team up to capture all the color information in the scene (see diagram) and produce full-HD (1920 x 1080) images. Virtually no ghosting, so images are rich and vivid. With a total of 9,150,000 pixels (including an effective 6,210,000 motion-image pixels), the 3MOS System captures a huge amount of visual data which translates into accurate true-to-life images with vivid color and stunning detail. And thanks to 1,080 lines of horizontal resolution detail, exceptional. This advanced system uses the same approach as the 3-sensor systems that were first

developed for use in professional broadcast equipment. With a Panasonic 3MOS camcorder, you can capture precious events in beautiful images that you'll enjoy viewing again and again.

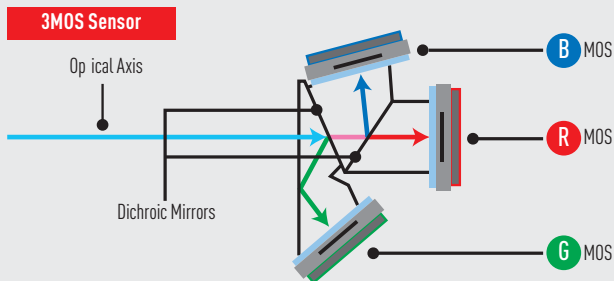


Take beautiful shots even by candlelight.

## Shoot in Lighting as Low as 1.6 lx

Minimum Illumination  
**1.6lx**

With Panasonic's new 3MOS sensor mode, you can shoot clearer shots in lighting as low as 1.6 lx. With the 3MOS Sensor, there's more information. This lets you shoot even in fairly dark places. Together with the high-performance HD Crystal Gate, the 3MOS System lets you capture clearer, low-noise images even when the lights are low.



Beautiful still images even when engaged

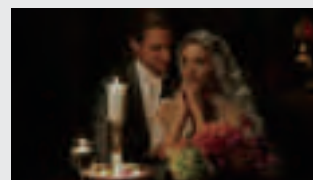
## Still Picture Recording at 10.6 Megapixels\*

Still Picture Recording  
**10.6**  
MEGAPIXELS

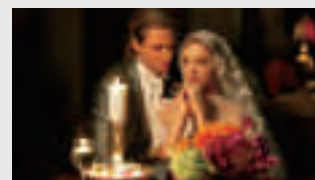
Simultaneous Motion/Still Picture Recording  
**8.3**  
MEGAPIXELS

In still-image mode, the HD camcorder can record stills with up to 10.6 megapixels. When simultaneously shooting a moving picture, it can record still images with up to 8.3 megapixels.\*\*

This high pixel count and Advanced OS mean that images look dense and beautiful. As soon as you're paying back the moving pictures you shot, you can capture 2.1-megapixel still images of any scene you want. Panasonic's HD camcorder lets you enjoy high quality in both motion and still images. \*For images recorded with a 3:2 aspect ratio. \*\*For images recorded with a 16:9 aspect ratio.



This would be a nice shot, but it's too dark to see.



High 1.6 lx sensitivity captures great shots even by candlelight.

HS300 HS200  
TM300 SD200

\*For images recorded with a 3:2 aspect ratio. \*\*For images recorded with a 16:9 aspect ratio.



8.3 megapixels  
(Simultaneous Motion/Still Image recording)



10.6 megapixels (Still Image Recording)  
Each individual eyelash is clearly visible.



A powerful new lens for ultra-fine image rendering

## New Leica Dicomar Lens

All HD  
Camcorders

LEICA  
DICOMAR

The HD camcorders also introduce a new high-performance lens in which both resolution and contrast have been improved by refinements to our low-dispersion lenses and aspherical lenses. A multi-coating process applied to all lens surfaces helps suppress ghosts and flare so you get sharp crisp images even in strong outdoor lighting. The superb rendering ability of this advanced camcorder lens makes it ideal for capturing expressive full-HD images. \*Leica is a registered trademark of Leica Microsystems IR GmbH and Dicomar is a registered trademark of Leica Camera AG



Image washed out due to bright lighting.



With multi coated lenses, images are clear and there's virtually no colour bleeding.

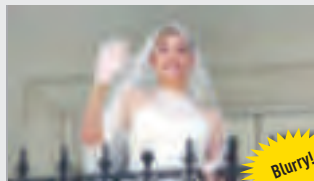
Effectively helps compensate for blurring of both moving and still images

## Advanced O.I.S. (Optical Image Stabiliser)

All HD  
Camcorders



Panasonic's advanced O.I.S. helps suppress the effects of hand-shake as you shoot for both motion and still images. This system uses gyro sensors to detect even tiny amounts of hand-shake, then shifts the lens and adjusts the optical axis to compensate – at an astounding 4,000 times per second – so it covers approximately 3 times the stabilization area of our previous SD9 mode. Because the system's optical corrections maintain a loss of image quality even when viewed on a large-screen TV in addition to shoot high-resolution still images, the normal O.I.S. Mode 1 is joined by an O.I.S. Mode 2\* which has a higher stabilization capability. The O.I.S. corrects lens shifts and stabilises the image the instant that the shutter button is pressed to enable greater precision in stabilization. You get all the beauty and minimum blur.



Advanced O.I.S. OFF

Blurry!



Advanced O.I.S. ON

Clear!



### Mode 1 (Normal O.I.S.)

The O.I.S. corrective lens constantly shifts for continuous stabilisation.



### Mode 2 (Still-image O.I.S.)\*

The O.I.S. corrective lens shifts and stabilises the image the instant that the shutter button is pressed.

\*Only the HS300, M300, HS200 and SD200 are equipped with Mode 2

High-speed processing and wide tonal expression

## HD Crystal Engine

All HD  
Camcorders



We took the advanced imaging circuitry used in Panasonic professional equipment and adapted it for home use. The result is the HD Crystal Engine, a high-speed processing unit that handles huge volumes of data and virtually doubles the dynamic range. This advanced imaging engine helps prevent blown highlights and blocked shadows, so the images you capture on video look just the way they do in real life.



HD Crystal Engine

Craft images with intuitive ease

## Manual Ring



The manual ring gives you easy fingertip control over the focus, zoom and exposure settings. You'll find using the ring a much more intuitive, comfortable, user-friendly process than accessing a menu screen. With the manual ring and manual operation, the HS300 and TM300 are a pleasure to use and give you the freedom to craft unusually expressive images.

HS300

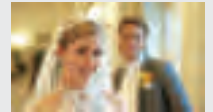
TM300

### Zoom

Just rotate the ring to zoom in and out. You have full control of the zooming speed and can zoom in or out to the precise degree you want.

### Focus

Just rotate the ring to focus. You can focus on the exact point you want, even if it's not in the centre of the frame. You can also change the focus as you shoot to get the kind of creative shots you sometimes see in movies.



### White Balance

Select from Auto, Indoor, Outdoor and White Set according to the location, weather or type of lighting. You can always get the best possible colour, even if the light source changes.  
\*Only when using the EVF



### Shutter Speed

The shutter speed can be adjusted from 1/25 to 1/8000 of a second. Use a high shutter speed when shooting sports events or fast-moving subjects, and you can get clear, sharp, unblurred action shots.  
Only when using the EVF



### f/stop

Use the ring to adjust the aperture to regulate the amount of light entering the lens. Use a lower aperture setting (which corresponds to a larger aperture opening) and in bright light use a higher setting.  
Only when using the EVF



A precise way to check the lighting

## On-Screen Assist

HS300

TM300

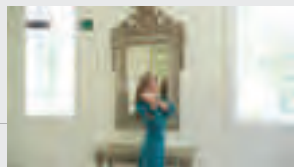
### Zebra Pattern

A "zebra pattern" is displayed in areas of the frame where the lighting is excessive and the image is over-exposed



### Brightness Level

The light level is metered at the centre of the frame and displayed as a percentage (%). This serves as a guide when you're shooting a subject that's backlit or when you want to keep the light level the same even though the lighting conditions change



### Histogram

The histogram displays in graph form the exposure and contrast conditions over the entire frame. This lets you determine fine gradation details that are difficult to tell by just looking at the screen



Accessorize your camcorder system

## Handy Functions and Interfaces

HS300

TM300

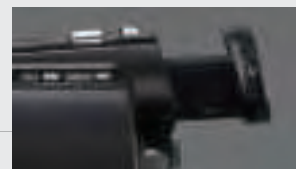
### • Mic Input and Headphone Jack:

There's a mic input terminal and a headphone jack on the side of the camcorder. Plug in an external mic or headphones (both optional) if desired



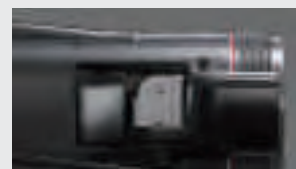
### • Electronic Viewfinder:

The extendable electronic viewfinder is easy to use and convenient for focusing and other adjustments



### • Accessory Shoe:

Optional accessories can be attached here to increase shooting versatility. \* M300 Use of the included shoe adaptor is required



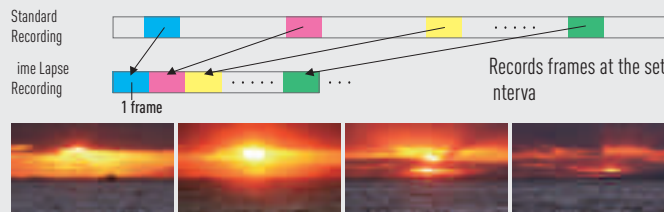
Slow events that take place over long periods of time can be condensed into short, smooth images

## Time Lapse Recording

HS300

TM300

The time lapse function uses longer frame intervals than standard shooting. You can use this function to capture shortened or condensed footage of events that actually take place over a much longer time period. For example, time lapse recording is ideal for shooting a flower in the process of blooming or a long, slow sunset. With time lapse recording, you have an interesting new video technique to explore. \* The maximum continuous recording time is 12 hours



When recorded at a 1-sec interval, a sunset scene that is recorded for 10 minutes can be played back as a smooth 24-sec image

# 09 Camcorder Range from Panasonic



**Panasonic**

