FUJIFILM

MEMORY CARD

P2MCR

For Panasonic P2 System

Fujifilm rolls out new large-capacity, rapid-access, high-reliability P2 cards (based on solid-state memory) compatible with Panasonic's P2 system.

Fujifilm, a comprehensive media supplier, introduces a new media series

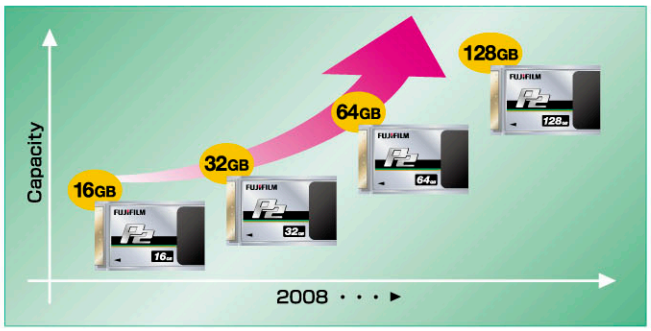
Fujifilm has long been recognized as a leading supplier of high-performance, high-reliability video tape and other media to broadcasters and production houses around the world. Now, Fujifilm introduces a line of solid-state P2 cards for the Panasonic P2 system. This next-generation media delivers the same outstanding performance and reliability as all Fujifilm professional video media.

Long recording times and high-speed transfers

Fujifilm' s P2 cards come in 16 GB and 32 GB capacities. A single 32 GB card is capable of recording about 64 minutes of HD data.*1 The capacity of solid-state memory cards is increasing each year, and we plan to release a 64 GB card in 2008 to meet users' needs for even longer recording times. The cards can transfer data at speeds as fast as 640 Mbps.*2 In the coming months and years, Fujifilm will continue to support users with increased capacity, higher cost performance per GB, faster transfer speeds, and more efficient operation for better field performance.

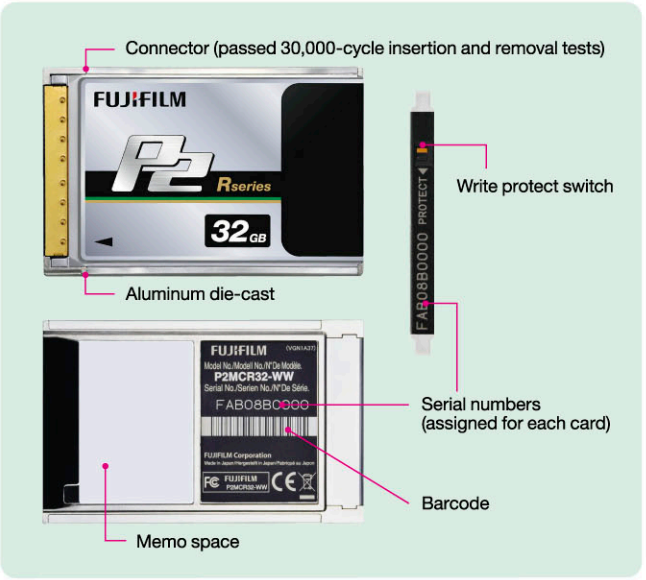
*1. When used with an AVC-Intra compatible device using AVC-Intra 50 compression.
*2. The maximum transfer speed refers to the P2 card's performance alone. Actual transfer speeds depend on the performance of the bus, operating system, software, and network to which the P2 card is connected.

■ Road Map



High reliability for resistance to temperature changes, vibrations, and sudden impact

Shooting in extreme environments can be plagued with problems like condensation from severe temperature changes, vibration or shock. Our P2 cards utilize all the inherent advantages of solid-state memory to protect your quality footage and video work from vibration and shock. Fujifilm P2 cards can be operated in temperatures from –20°C to 60°C and stored at temperatures between –40°C and 80°C. These are true quality specifications developed specifically for professionals who require the utmost in reliability. Fujifilm P2 cards can be rewritten tens of thousands of times, and the connectors, which have passed 30,000-cycle insertion and removal tests, are ruggedly built to withstand repetitive use.



FUJIFILM P2 Card Technical data

Basic Specifications		
	P2MCR16-WW	P2MCR32-WW
Recording Capacity(*1)	Approx. 16GB	Approx. 32GB
Reading/Writing Speed(*2)	640 Mbps	
Interface	CardBus (PC Card Standard)	
Power Source	DC3.3V ± 0.3V	
Power Consumption	Approx. 1.5W	
Operating Condition	-20°C~60°C / 5~90% RH (No Condensation)	
Storage Condition	-40°C~80°C / 5~90% RH (No Condensation)	
Weight	Approx.45g (1.6 oz)	
Card Dimensions	54(W) x 5(H) x 85.6(D)mm (2.13"x0.2"x3.37")	

(*1) Total card capacity includes space for data management such as system data, therefore, actual usable area is less than capacity indicated on the card.

(*2) Data transfer speed is theoretical value. An Actual data transfer speed varies according to operating condition and devices.

Recording Playback Time		
	P2MCR16-WW	P2MCR32-WW
AVC-Intra 100	Approx. 16min.	Approx. 32min.
AVC-Intra 50	Approx. 32min.	Approx. 64min.
DVCPRO HD	Approx. 16min.	Approx. 32min.
DVCPRO 50	Approx. 32min.	Approx. 64min.
DVCPRO/DV	Approx. 64min.	Approx. 128min.

To use FUJIFILM memory card, a P2 card driver (Panasonic product) must be installed on your P2 series product. For the latest information on drivers, please visit the P2 Support Desk at the Panasonic web site shown below.

https://eww.pavc.panasonic.co.jp/pro-av/

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http://www.fujifilm.com/products/professional_av/

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