

For Immediate Release

Panasonic Introduces World's First¹ 3D Consumer Camcorder

Panasonic's new innovative camcorder unleashes 3D recording to amateur home videographers and enables superb-quality 2D HD videos.

Kuala Lumpur, 2 September 2010 – Panasonic Corporation, an industry leader in Full HD 3D and HD TV technology, has unveiled the world's first 3D camcorder for consumers¹. The HDC-SDT750 camcorder allows anyone to create powerful, true-to-life 3D images by simply attaching a 3D conversion lens that comes with the camcorder. Even without the 3D conversion lens, this innovative camcorder offers many ways to take home video recording to a new level with a wide range of sophisticated features. The camcorder will be available in Malaysia in the coming weeks.

Incorporating Panasonic's broadcast technology, the advanced 3MOS System SDT750 camcorder lets users easily create their own 3D movies, something that previously only professional image producers had been able to do. Combined with a VIERA 3D TV² and Blu-ray DiscTM player/recorder³, the SDT750 camcorder makes it possible to save precious memories of friends and family in vivid, lifelike 3D images, thereby further expanding the world of 3D enjoyment at home.

Even without the 3D conversion lens attached, there are many ways to enjoy the SDT750 camcorder. The 3MOS system with improved noise reduction (NR) technologies records dimly lit images in greater beauty than ever before. Other sophisticated functions include 1080/60p for NTSC or 1080/50p for PAL recording (Full-HD 1,920 x 1,080, 60 or 50 progressive recording)⁴ for ultra-smooth images, iA (Intelligent Auto) mode⁴ in the new HYBRID O.I.S. (Optical Image Stabilization/Optical Image Stabilizer)⁴, and a wealth of manual functions controlled by a manual ring for easy, creative shooting.

The high-sensitivity 3MOS System provides an effective motion image pixel count of 7,590,000 pixels (2,530,000 pixels x 3). And even with this high pixel count, newly developed technology increases sensitivity, and further-evolved NR technology achieves bright images with minimal noise when shooting under low light conditions. This maximizes the 3MOS features of excellent colour reproduction, high resolution and rich gradation, and lets the user capture vividly coloured images in both bright and darkly lit places.

Recording in 1,080/60p for NTSC or 1,080/50p for PAL⁴, the SDT750 camcorder produces richly expressive images, with none of the detail loss and flickering of the conventional 1,080i (interlace) recording. In addition, the iA function, which was highly popular on previous models, makes it easy for anyone to take beautiful videos. The SDT750 camcorder also newly incorporates the HYBRID O.I.S. system⁴ to bring clear, beautiful HD image quality to telephoto shots as well.

Notes:

1 As a consumer camcorder with 3D conversion lens for the AVCHD standard (as of July 1, 2010).

2 Compatible VIERA models will be announced at a later date.

3 Compatible Blu-ray Disc™ Player and Blu-ray Disc™ Recorder models will be announced at a later date.

4 This function is not available when the 3D conversion lens is attached.

5 Manual ring control covers the focus, zoom exposure, shutter speed and white balance settings. Besides the white balance settings, the manual ring control s are not available when the 3D conversion lens is attached.

About Panasonic Malaysia Sdn Bhd

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