

Compact Camcorders with a 33mm* Wide-Angle, 78x Ultra Zoom!
SDR-H85, SDR-T55/T50 & SDR-S50

Kuala Lumpur, 3 February 2010 – Four incredible models were recently released: the SDR-H85, which records onto an 80-GB hard disk drive or an SDXC, SDHC, or SD Memory Card; the SDR-T50 (4 GB)/T55 (8 GB), which stores images in either a built-in memory or an SDXC, SDHC, or SD Memory Card; and the SDR-S50, which uses an SDXC, SDHC, or SD Memory Card for recording media.

All four models also feature a 70x optical zoom lens with an Enhanced Optical 78x Zoom function that uses the effective area of the CCD to further extend their zooming power at the wide-angle setting. This allows the user to capture beautiful images of sweeping landscapes and pull in distant subjects for truly dynamic close-ups.

A new Active mode has also been added to Panasonic's original hand-shake correction function, Advanced O.I.S. (Optical Image Stabilizer). It effectively suppresses the hand-shake that commonly occurs with zooming and suppresses the larger-scale hand-shake that happens when shooting while walking. This results in clear, crisp images under a variety of shooting conditions.

A new AF/AE Tracking feature has also been added to the popular iA (Intelligent Auto) function, making it easy for anyone to capture beautiful images. The user simply "locks on" to a subject at the center of the screen by pressing the AF/AE button. The new tracking function then automatically follows the subject even if it moves or turns to one side. This assures that the subject is always recorded with optimal AF/AE settings.

The new Wind Noise Canceller, which has evolved from Panasonic's previous Wind Cut function, automatically detects and suppresses only wind noise, to maintain natural sounds with lifelike ambience.

HDD Camcorder

(SDR-H85 : black/ red/ silver/ blue)

The SDR-H85 records a large volume of movie image data onto its hard disk and an SDXC, SDHC, or SD Memory Card. The built-in 80-GB hard disk stores approximately 74 hours and 30 minutes of data (in LP mode), while a 64-GB SDXC Memory Card (sold separately) stores about 60 hours and 30 minutes of data (in LP mode).

This makes the H85 ideal for recording long events and for use on extended trips. The H85 also protects data well with its exceptional reliability. This is due to the super-reliable SDXC/SDHC/SD Memory Card, which requires no drive mechanism, and an Anti-Shock Shield that helps protect the built-in hard disk from external impact. The SDR-H85 greatly simplifies the process of copying recordings from a memory card or hard disk to a DVD disc. Simply connect the camcorder to a DVD burner (optional). There is no PC required, and DVD discs created this way can be easily played on DVD players.

* Video clips recorded in Long Recording Mode (LXP/LSP/LLP mode) will be converted to MPEG-2 format when they are copied to a DVD disc using the Panasonic VW-BN2 DVD Burner.

● Inclusion of an SDXC/SDHC/SD Memory Card varies by market.

Twin Memory Camcorder

(SDR-T55 : black)

(SDR-T50 : black/ gold/ blue)

The SDR-T55/SDR-T50 Twin Memory Camcorders record images onto their built-in memory or an SDXC, SDHC, or SD Memory Card (optional). The built-in 8-GB/4-GB memory holds approximately 7 hours/3 hours and 20 minutes of movie images (in LP mode). The use of a 64-GB SDXC Memory Card adds data storage for about 60 hours and 30 minutes of movies (in LP mode). The Twin Memory Camcorders are also equipped with a relay recording function that automatically changes the recording media to the SDXC/SDHC/SD Memory Card when the built-in memory becomes full, to ensure uninterrupted recording.

For example, when the T55 with a built-in memory of 8 GB is used with a 64-GB SDXC Memory Card, it has a combined capacity of 72 GB. This allows continuous recording for 67 hours and 30 minutes in LP mode, or 135 hours in LLP mode. The SDR-T55/SDR-T50 are smaller than the HDD camcorder, so they do not take up much space in travel luggage, and they are highly resistant to impact. This makes them ideal for bringing along on extended trips.

- Inclusion of an SDXC/SDHC/SD Memory Card varies by market.

SD Card Camcorder

(SDR-S50 : black/ pink/ white/ red/ gold)

Using an SDXC, SDHC, or SD Memory Card for recording media, the compact SDR-S50 is ideal for daily use. Its superb resistance to external impact combines to give this versatile camcorder easy portability for anytime, anywhere video fun. Video clips recorded on an SDXC/SDHC/SD Memory Card are supported by the VIERA Image Viewer function so they can be played by simply inserting the card into the card slot of a Panasonic VIERA* TV for dynamic, large-screen viewing.

* MPEG-2 compatible models with an SDXC/SDHC/SD Memory Card slot. JPEG format still images can be viewed with other card slot-equipped models.

- Inclusion of an SDXC/SDHC/SD Memory Card varies by market.

Explanation of Features

Enhanced Optical 78x Zoom and Advanced O.I.S. with Active Mode [New]

These compact camcorders feature a powerful 70x optical zoom lens with an Enhanced Optical 78x Zoom function that uses the effective area of the CCD to further extend their zooming power at the wide-angle setting. This makes it possible to capture beautiful images of sweeping landscapes and pull in distant subjects for truly dynamic close-ups. However, because hand-shake becomes increasingly noticeable with more powerful zooming, an optical image stabilizing function is essential for suppressing hand-shake and providing clear zoom shots without degradation. This is where Advanced O.I.S. comes in. It detects and corrects hand-shake at a rate of 4,000 times per second, to provide stable images while zooming. Plus, the addition of a new Active mode produces clear, blur-resistant images even when shooting while walking.

33mm* Wide-Angle [New]

The 33mm* wide-angle setting is especially convenient when shooting video indoors or in tight spaces. It makes it possible to shoot at a close distance from the subject while fitting both the subject and the surrounding area into the frame. This has the added benefit of allowing the voice of the subject to be clearly recorded, which is an important element in video recordings. The new wide-angle setting captures beautiful images of wide landscapes and allows large groups of people to fit into the frame, making it highly versatile for use in all kinds of situations.

* 35mm-lens equivalent.

iA (Intelligent Auto) with AF/AE Tracking [New]

The iA function, which automatically selects the most suitable shooting mode, has evolved even further. It now includes an AF/AE Tracking feature that tracks a moving subject to make sure that it continues to be recorded in optimal image quality. The normal Auto mode simply adjusts the focus and exposure for a subject at the center of the screen. The user simply "locks on" to a subject at the center of the screen by pressing the AF/AE button. The new tracking function then automatically follows the subject even if it moves or turns to one side. This keeps the AF/AE settings constantly optimized for sharp, clear images of a moving subject. A new Intelligent Contrast Control, which automatically adjusts brightness to maintain the best possible contrast, has also been added to the five advanced functions from previous models, including Face Detection, Advanced O.I.S., and Intelligent Scene Selector, and each is activated as required by simply pressing the iA button to capture beautiful images under virtually all shooting situations.

- The functions included in iA may not be applied when conditions do not call for them.

Wind Noise Canceller [New]

The new Wind Noise Canceller, which has evolved from Panasonic's previous Wind Cut function, automatically detects and suppresses only wind noise, to maintain natural sounds with lifelike ambience.

1.9-sec* Quick Power-On Helps Catch Sudden Shooting Opportunities [New]

The camcorder turns on or off when the LCD is opened or closed. This enables recording to start in only 1.9 seconds* from the time the LCD is opened. The camcorder's quick start-up ability helps to capture those spur-of-the-moment shots, while also saving energy by allowing the user to keep the LCD closed and the power off when not shooting. The Quick Start mode** further sets the camcorder to ON or standby status when the LCD is opened or closed. When the Quick Start mode is used together with 1.9-sec Quick Power-On, the camcorder is able to start recording in only 0.8 second from the time the LCD is opened.

This is especially handy when recording intermittently. Plus, a new Eco mode** automatically turns off the power when the camcorder is not operated for five minutes, reducing wasteful energy use and saving battery power.

* When the LCD is opened, with the lens cover detached from the lens. Depending on the recording conditions, the start time may be longer than 1.9 seconds in still picture recording mode.

** Recording onto an SDXC/SDHC/SD Memory Card or built-in memory only. This mode can be selected from the menu.

*** Set to ON when shipped from the factory.

Long Recording Mode (H.264/AVC) [New]

In addition to the conventional MPEG-2 (XP/SP/LP mode) recording format, the new models support the H.264/AVC (LXP/LSP/LLP mode) format with its higher compression ratio. The H.264/AVC format records up to 106 hours and 40 minutes of movie images (in LLP mode),* which is nearly double that of the MPEG-2 format, while maintaining the same high image quality as MPEG-2. This eliminates worries of running out of recording space when using a small-capacity SD Memory Card. The H.264/AVC format's excellent compatibility with PCs also allows video clips to be played and saved on a PC, or uploaded to websites such as YouTube. Video clips can also be transferred to Apple's Mac computer with the iMovie application. By using the VideoCam Suite software that is supplied with the camcorder and a DVD burner (optional), video clips can be converted to MPEG-2 and saved onto a DVD disc.

* When a 64-GB SD Memory Card is used

Easy YouTube Uploading

This handy function makes it fast and easy to upload video clips to the YouTube website, for sharing videos with people all around the world. Simply install VideoCam Suite, which is included with the camcorder, on a PC and connect the camcorder to the PC using the USB interface. The software automatically starts up. Then, the user simply follows the specified procedure to upload a video clip to YouTube.* The procedure is so easy, people who have never before uploaded a video to YouTube can do it without any problems.

* Video clips must be recorded in Web mode in order to be uploaded to YouTube.

● YouTube and the YouTube logo are registered trademarks or trademarks of YouTube LLC.

Easy Video Copying to DVD

Most people use their camcorders for three main purposes: to shoot, play, and archive video recordings. They want each of these to be as easy as possible. These camcorders are packed with a host of functions designed to do exactly that. In the past, copying video recordings from an SDXC/SDHC/SD Memory Card or a hard disk to a DVD disc was a two-step process that involved transferring the data to a PC, then copying from the PC to a disc. This function lets the user save images onto DVD discs without all the fuss. By connecting the camcorder to the Panasonic VW-BN2 DVD Burner (optional) using a USB cable, video recordings can easily be copied to a 12-cm DVD disc (DVD-RAM/DVD-R/DVD-R DL/DVD-RW, +R/+R DL/+RW). The disc can be played on DVD players, so playback is easy too.

* Video clips recorded in Long Recording Mode (LXP/LSP/LLP mode) will be converted to MPEG-2 when they are copied to a DVD disc using the VW-BN2 DVD Burner.

PC Editing

Each camcorder comes with "VideoCamSuite 3.0" PC editing software (for Windows OS). VideoCamSuite 3.0 features a "Smart Wizard" that starts up as soon as the camcorder is connected to the USB port of a PC. By simply following the on-screen guidance, even someone who has never used the software can easily copy video clips to a PC or DVD disc without getting lost in the process. It also enables easy uploading of a video clip to YouTube without the need for any cumbersome processes, so that an inexperienced user can post video clips on the web. In addition, the software is compatible with the newly added Long Recording mode for recording onto either a PC or a DVD disc.*

* DVD-RAM /DVD-R /DVD-RW

- AVC/H.264 video is converted into MPEG2 when copied.
- YouTube and the YouTube logo are registered trademarks or trademarks of YouTube LLC.

Specifications

SDR-H85 (black, silver, red, blue)

SDR-T55 (black)

SDR-T50 (black, blue, gold)

SDR-S50 (black, gold, red, pink, white)

About Panasonic Malaysia Sdn Bhd

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