

**Capture It All -- from 35.7mm* Wide-Angle Shots to 35x Zooming --
Without the Blurring!**
HDC-HS60 / HDC-TM60 / HDC-SD60

Kuala Lumpur, 3 February 2010 – Panasonic recently introduced three new Full-HD camcorders with 1920 x 1080 resolution, which is the highest standard resolution in today's HD camcorder market. The new lineup brings even more enjoyment to video shooting with HS60 / TM60 / SD60 that has a compact, stylish body with powerful 35x zoom and wide-angle lens.

These compact, stylish models are recommended for anyone who wants to easily enjoy HD image quality. The hybrid-type HS60 records onto its 120-GB HDD and an SDXC, SDHC, or SD Memory Card. The twin-memory TM60 records onto its 16-GB built-in memory and an SDXC, SDHC, or SD Memory Card, and the SD60 records onto an SDXC, SDHC, or SD Memory Card.

Despite their ultra-compact size, these models all feature a powerful 25x optical zoom. An Intelligent Zoom feature that is based on newly developed Intelligent Resolution Technology also makes it possible to capture sharp, crisp 35x ultra-telephoto shots. Even when using the zoom, which is easily subjected to the effects of hand-shake, the POWER O.I.S. (Optical Image Stabilizer) function, which employs approximately five times the corrective power of conventional systems, effectively suppresses blurring from low-frequency vibration that was previously difficult to control.

The addition of Active mode, which which minimizes the blurring and lets users shoot while walking, brings crisp, clear images to virtually all shooting styles, from wide-angle to zoom shots. The new models are also equipped with a 35.7mm * wide-angle lens that is ideal for many different shooting situations, such as self-portraits and group photos indoors, and landscape shots outdoors.

The image sensor and engine, as well as the lenses that support them, have all evolved to achieve 1.3 times higher resolution than conventional camcorders, with 2.1M effective motion image pixels and 1,080 TV lines of resolution**. And Intelligent Resolution Technology enables all three models to record 5-megapixel still images.

The popular iA (Intelligent Auto) function controls six functions: POWER O.I.S., AF/AE Tracking, Intelligent Scene Selector, Intelligent Contrast Control, Face Detection, and the newly added Face Recognition. With the touch of a button, the user can take stunningly beautiful shots, without having to worry about complicated settings.

New technology in the Wind Noise Canceller, which evolved from the previous Wind Cut function, lets the camcorder detect and suppress only wind noise, to maintain natural sounds with lifelike ambience.

* 35mm-lens equivalent.

"Full-HD video with 1920 x 1080 pixels" in Panasonic home-use camcorders refers to video recordings with 1,920 pixels in the horizontal direction and 1,080 pixels in the vertical direction.

**ISO 12233 Resolution Chart

Various Recording Media Match Individual Shooting Styles

SD/HDD Hybrid Recording Models

(HS60 : black/ silver)

The hybrid HS60 records Full-HD images onto a large-capacity HDD and an SDXC, SDHC, or SD Memory Card. The camcorder has a 120-GB HDD for a long 51 hours of recording (in HE mode). When combined with a 64-GB SDXC Memory Card, these camcorder provides an additional recording time of 27 hours and 30 minutes.

The camcorder can copy recorded video images from an SDXC, SDHC, or SD Memory Card to the hard disk, or vice versa, with one-touch operation. Users can easily transfer finished recordings onto whichever media best suits their intended use.

Twin Memory Recording Models with Relay Recording

(TM60: black/ silver/ red/ pink/ gold)

Panasonic's twin-memory camcorder records Full-HD images onto the built-in memory or an SDXC, SDHC, or SD Memory Card, and feature a Relay Recording function. When the built-in memory being used to record images becomes full, this function automatically switches the recording media to the SDXC, SDHC, or SD Memory Card to provide uninterrupted recording.

For example, when the TM60 with a 16-GB built-in memory is mounted with a 64-GB SDXC Memory Card, it has a total storage capacity of 80 GB to allow an extended 34 hours and 10 minutes of recording (in HE mode) without interruption. When a video clip is recorded continuously by being split onto two media types, the data in two different locations can be merged in the camcorder and saved to an SDXC, SDHC, or SD Memory Card. Data can also be automatically merged when saved onto a DVD using a PC/DVD burner,* thus allowing seamless playback.

The TM60 has a 16-GB built-in memory for 6 hours and 40 minutes of recording (in HE mode). When combined with an SDXC, SDHC, or SD Memory Card, these models enable even longer recording.

In addition to being light and compact compared to a hard disk, the built-in memory is also impact-resistant for extra assurance when packing a camcorder into luggage for an extended trip.

* The SDXC/SDHC/SD Memory Card must have memory space available that is larger than the data in the built-in memory to be merged.

SDXC/SDHC/SD Memory Card Recording Model

(SD60 : black / silver / red / pink / gold)

The SD60 is highly resistant to impacts because it records onto an SDXC, SDHC, or SD Memory Card and thus has no drive mechanism. This combines with its compact size to make it ideal for easy shooting while walking around. It also supports the VIERA Image Viewer function, so, after a day of shooting, users can simply take the SDXC, SDHC, or SD Memory Card from the SD60 and slip it into the card slot on a Panasonic VIERA* TV for playback on its large screen. Similarly, recordings can be easily played back using a Panasonic Blu-ray Disc™ Player.**

* VIERA XX-XX.

** Blu-ray Disc Player XX-XX.

· Model availability varies depending on the country and the region. JPEG format still images can be viewed with other SD Memory Card slot-equipped models.

Explanation of Features

Crystal Engine Pro [New] (All Models)

All HD models employ Intelligent Resolution Technology and are equipped with Crystal Engine Pro, which helps to record extremely clear, crisp motion images that exceed even Full-HD 1920 x 1080-pixel images in quality. It eliminates the color smear that tends to occur at subject edges and renders sharp, beautiful images. The Intelligent Zoom function enables 35x zooming. Intelligent Zoom corrects image degradation in ordinary digital zooming to deliver stunningly clear Full-HD images* even with extreme zooming. New NR (Noise Reduction) technology minimizes noise when recording in low lighting conditions, while Intelligent Resolution Technology ensures sharp, bright, beautifully colored motion images.

When shooting still images, pixel interpolation technology and Intelligent Resolution Technology work together to enable high-quality, 5-megapixel still image recording. Advances in the new imaging engine also provide Full-HD 1920 x 1080-pixel recording in all recording modes, including HE mode. This makes it possible to save more memories, in all their natural beauty.

* Approximately 810 TV lines. 1920 horizontal pixels x 1080 vertical pixels.

35x Intelligent Zoom [New] (HS60 / TM60 / SD60)

In spite of the compactness of these camcorders, the lens covers a wide shooting range from 35.7mm* wide angle to 25x optical zoom. The optical zoom ensures beautiful images because it causes no degradation in image quality. In addition, the Intelligent Zoom, which was made possible by Intelligent Resolution Technology resulting from advancements in the signal processing technology of image-processing LSI, provides a super-powerful 35x zooming capability. It achieves stunningly clear Full-HD** images even at high zoom levels.

* 35mm-lens equivalent.

** Approximately 810 TV lines. 1920 horizontal pixels x 1080 vertical pixels.

POWER O.I.S. (Optical Image Stabilizer) [New] (All Models)

The O.I.S. (Optical Image Stabilizer), which uses gyrosensors to detect hand-shake and moves a corrective lens to adjust the optical axis and eliminate blurring, has further evolved. When the camcorder is handheld, it moves slowly at low frequency due to the breathing of the operator or other reasons, no matter how hard the person tries to hold the camcorder steady. While the conventional O.I.S. system could not sufficiently eliminate this low-frequency hand-shake, the new POWER O.I.S. is able to correct it about five times more effectively. The new O.I.S. also features an Active mode to assure clear, beautiful images across the entire range from wide angle to telephoto.

Because it is an optical system, it causes no image degradation. As a result, the original image quality captured by the lens remains intact, all the way from 35.7mm* to the most powerful zoom shots.

* 35mm-lens equivalent.

iA (Intelligent Auto) with Face Recognition [New] (All Models)

The iA function, which automatically selects the most suitable shooting mode at the press of a button, has further evolved. In addition to the previous five functions, the new iA offers a Face Recognition function. Face Recognition is very useful for capturing beautiful images of a specific person among a group of people in the frame.

Face Recognition finds the registered faces of subjects and automatically optimizes the focus and exposure for them. It continues to track the subject as the person moves anywhere within the LCD frame, making it ideal for video shooting.

A maximum of six faces can be registered. High recognition accuracy can be ensured under various shooting conditions by registering facial images from different angles or with different expressions for each person. Names can also be displayed up to three on the LCD. Smile Shot is another handy function. It automatically records a still image during motion image recording when the camcorder detects a smiling face on the subject. This makes sure that the user won't miss the best smile.

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

35.7mm* Wide-Angle Lens [New] (All Models)

35.7mm* wide-angle lens is especially convenient for recording 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 lens 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.

Wind Noise Canceller [New] (All Models)

The technology of the previous Wind Cut function has evolved to form the Wind Noise Canceller, which is featured in all of the new camcorder models. The new function automatically detects and suppresses only wind noise, to ensure natural sounds with lifelike ambience.

1.0-sec* Quick Power-On Helps Catch Sudden Shooting Opportunities [New] (All Models)

The camcorder turns on or off when the LCD is opened or closed. This enables recording to start in only 1.0 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 1.0-sec Quick Power-On, the camcorder is able to start recording in only 0.6 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 1.0 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.

Touch Screen Operation (All Models)

All models feature a touch-screen that allows icons displayed on the LCD to be easily operated by touching them with a fingertip. The touch-screen lets users operate a variety of functions intuitively without taking their eyes off of the subject on the LCD.

New Highlight Playback (All Models)

The Highlight Playback function is designed for users who want to view recorded images as quickly as possible. It detects zooming, panning, scene changes, faces, etc., in recorded images as "highlights" by using the I.I.S. (Intelligent Index System). Then, it automatically plays back the detected highlight scenes according to a set time interval. It even allows the user to select music stored in the camcorder and plays it together with the video as background music. With the addition of the new Face Highlight Playback mode, the function can also detect faces registered in the Face Recognition function and play only highlight scenes containing those faces. This lets the user choose to view only memorable scenes containing specific people.

Auto Power LCD (All Models)

The Auto Power LCD automatically adjusts the brightness of the LCD screen according to the shooting environment for comfortable use in virtually all situations. In dark places, such as inside a theater or room, the screen brightness is reduced to 1/3 the normal level to minimize the possibility of disturbing nearby people. In bright outdoor places, the screen brightness is increased to twice the normal level to make the screen images easier to see in sunlight.

* Manual adjustment is also possible.

60 Frames/Sec High Speed Burst Shooting (All Models)

This function lets the camcorder snap up to 60 consecutive 0.9-megapixel still images per second for a total of 180 continuous images in about three seconds. It can be used to analyze 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.

Networking

VIERA Link (All Models)

The new camcorders are compatible with Panasonic's VIERA Link. Simply connect one to a VIERA TV via an HDMI mini cable, and operate the camcorder using the TV remote control and following on-screen prompts. A VIERA TV supporting 1920 x 1080p display* lets the user view high-resolution motion images recorded in 1080p without any image quality degradation.

* Model availability varies depending on country and region.

SD Networking with VIERA and Blu-ray Disc™ Player (All Models)

The VIERA Image Viewer function lets the user view recorded images on the large screen of a Panasonic VIERA* TV by simply inserting the SD Memory Card into the card slot on the TV. With a VIERA TV supporting 1920 x 1080p display*, high-resolution motion images recorded in 1080p can be easily viewed with all their original quality. Similarly, video recordings can be easily played by using a Panasonic Blu-ray Disc™ Player.*

*Model availability varies depending on country and region. JPEG format still images can be viewed with other SD Memory Card slot-equipped models.

Editing and Archiving

One-Touch Copy of Videos to DVD in Selected Format and Easy Playback (All Models)

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. The camcorder is equipped with a number of functions designed to do exactly that. In the past, copying video recordings from an SDXC, SDHC, or SD Memory Card, a built-in memory or a hard disk to a DVD disc was a two-step process that involved transferring the data to a PC, then copying from PC to disc.

The camcorder does away with all that, thanks to a one-touch function that makes it easy to copy video recordings onto DVD discs for easy playback and storage. Connecting the camcorder via USB cable to a Panasonic VW-BN2 DVD Burner (optional) and pressing a single button is all it takes to copy recorded video clips from an SDXC, SDHC, or SD Memory Card, built-in memory or hard disk to a DVD disc (DVD-RAM/DVD-R/DVD-R DL/DVD-RW, +R/+R DL/+RW).

The camcorder lets the user select either the AVCHD or MPEG-2 recording format according to the playback environment. Select the AVCHD format for HD playback on a large-screen TV using a Blu-ray Disc™ Player or DVD burner. Or choose MPEG-2 for easy playback using a DVD player. This makes video archiving and playback much more convenient.

One Button Dubbing (HS60 / TM60)

Recorded videos can be copied from an SDXC, SDHC, or SD Memory Card to the HDD/built-in memory, or vice versa, inside the camcorder. This makes it easy to switch storage media even after shooting. The user can select from three copying methods: Copy All copies all motion 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 SDXC, SDHC, or SD Memory Card, the user can just slip the card into the card slot of a Panasonic VIERA TV,* or a Blu-ray Disc™ Player,* and get ready for spectacular large-screen HD viewing.

* Model availability varies depending on country and region. JPEG format still images can be viewed with other SD Memory Card slot-equipped models.

PC Editing

Each camcorder comes with "HD Writer AE 2.0" PC editing software (for Windows OS). HD Writer AE 2.0 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 BD/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.

By linking with the Intelligent Shooting Selection Playback function, the software automatically detects and deletes scenes that are determined unnecessary by the camcorder (such as blurry images due to hand-shake, scenes shot against light, etc.). And when combined with the Highlight Playback function, the software saves only scenes that are selected by the camcorder as highlight scenes (zoomed images, scene changes, etc.) to let the user choose to view only interesting scenes.

The software also allows the user to specify only certain image files for transferring to a PC. This eliminates the bother of transferring both wanted and unwanted files in an automatic data transfer.

HD Writer AE 2.0 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 hard drive or built-in memory 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 Disc™ Player, and DVD-Video (standard-definition) for discs that will be played on a DVD player. Image data can also be transferred to Apple's Mac computer for editing with iMovie.

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

Specifications

HDC-HS60 (black, silver)

HDC-TM60 (black, silver, red, pink, gold)

HDC-SD60 (black, silver, red, pink, gold)

About Panasonic Malaysia Sdn Bhd

Panasonic Malaysia Sdn Bhd is a sales, service and marketing company for the Panasonic brand of electrical and electronic products ranging from audio visuals, home appliances, air conditioners, digital and video cameras, professional broadcasting equipment, business systems, telecommunications, health and beauty care to batteries and lightings. All Panasonic products are available through our authorized dealers nationwide. For more information on Panasonic brand and products, visit our website at www.panasonic.com.my or call our Customer Care Center at 03-03-5543 7600

For press members, download press release and photos at www.pmpressroom.com

Media Contact: Azizah Wahid
General Manager, Corporate Communications & Branding
Tel: 03 7809 7876 Fax: 03 7955 1857 Mobile: 019 217 2730
Email: azizah.wahid@my.panasonic.com

Simone Pan
Executive, Corporate Communications & Branding
Tel: 03 7809 7874 Fax: 03 7955 1857 Mobile: 012 6945966
Email: simone.pan@my.panasonic.com

Product Contact: Siaw Yee Yen
Product Executive (Camcorder)
Digital Imaging Panasonic Malaysia
Tel: 03-7809 7690 Fax: 03-7955 2848 Mobile : 012-385 3808
Email: yeeyen.siaw@my.panasonic.com

###