

Bulletin

DATE: FEBRUARY 1, 2008 07-0670

TO: PROFESSIONAL PRODUCT, BROADCAST & PRODUCTION PRODUCT AND CINEALTA PRODUCT RESELLERS AND KEY STRATEGIC SYSTEMS INTEGRATORS

FROM: MEL MEDINA
SENIOR PRODUCT MANAGER

SUBJECT: INTRODUCTION OF HVR-Z7U AND HVR-S270U HDV HIGH DEFINITION CAMCORDERS

Sony is once again pleased to announce the introduction of two new members to our HDV™ camcorder family, greatly enhancing Sony’s affordable professional HD lineup. The NEW HVR-Z7U, Sony’s first HDV handheld camcorder that uses 1/3-inch bayonet mount interchangeable lenses, and the HVR-S270U Digital HD shoulder-mount camcorder, which supports standard-size cassettes for extended recording times.

These exciting new HDV camcorders deliver the enhanced functionality professionals have been asking for, such as an interchangeable lens system, native progressive recording, and solid-state memory recording functionality. A streamlined nonlinear editing workflow is achieved using the supplied Memory Recording Unit, which provides HDV/DVCAM™/DV file recording on a widely available Compact Flash® solid-state memory card, as well as recording onto HDV tape. These groundbreaking camcorders also feature 1080/24p/30p HDV native progressive recording modes, and HDMI (HVR-Z7U) or HD/SD-SDI output (HVR-S270U).

Model	Brief Description	Suggested List Price	Suggested Reseller Price	MAP	Available
HVR-Z7U	HDV Camcorder	\$ 6,850.00	\$ 5,137.50	\$5,700.00	Feb. 2008
HVR-S270U	HDV Camcorder	\$10,500.00	\$ 7,875.00	\$8,800.00	Feb. 2008

Product Images:

HVR-Z7U



HVR-S270U



<p>Product Description:</p>	<p>HVR-Z7U Handheld HDV Camcorder and HVR-S270 Shoulder-mount HDV Camcorder with 1/3" type 3 ClearVID CMOS imagers, inter-changeable bayonet mount lens system, and dual record-to-tape and record-to-flash memory capability.</p>
<p>Common Main Features:</p>	<p>CUTTING-EDGE IMAGING SYSTEM</p> <ul style="list-style-type: none"> • 1/3 inch-type 3 ClearVID CMOS Sensor and Design™ system • Exmor™ technology utilizes the full potential of the 3 ClearVID CMOS imagers <p>INTERCHANGEABLE LENS SYSTEM WITH UNLIMITED POSSIBILITIES</p> <ul style="list-style-type: none"> • Carl Zeiss 12x Optical zoom lens included as standard • Bayonet mount system <p>ENHANCED OPERATIONAL FUNCTIONALITY</p> <ul style="list-style-type: none"> • 24p/30p HDV Native Progressive Recording Modes • Three integral ND lens filters • Negative gain settings • Smooth Gain and Smooth WB functions • NEW Shooting Support Features include: <ul style="list-style-type: none"> ○ Advanced Histogram ○ Camera Leveling indicator ○ User definable Focus Marking feature for manual focus operations ○ 6 different AE windows for improved automatic exposure setting ○ 6 Picture Profile user definable memories ○ Independently processed brightness and color levels ○ Color Correction feature ○ WB Shift function with 2 optional settings ○ Skin tone Detail Function • Switchable HD/SD Recording and Playback - HDV1080i/DVCAM/DV • Built-in Down-converter for SD Production • Smooth Slow Recording capability • New supplied microphone (ECM-XM1) with improved sound quality over the previous ECM-NV1. • New 3.2" (viewable area, measured diagonally) type XtraFine LCD™ <p>FLASH MEMORY RECORDING UNIT INCLUDED</p> <ul style="list-style-type: none"> • Special shoe connector allows for easy integration to camcorder without the need for additional cabling • Records onto easily obtained Compact Flash memory cards • Hybrid Operation enhances archiving, IT workflow, and HD/SD parallel recording • Flash Memory recording unit can be independently operated using the included cradle and standard NP InfoLITHIUM® L size battery
<p>HVR-Z7U Unique Main Features</p>	<ul style="list-style-type: none"> • Sony's first handheld HDV camcorder with an interchangeable lens system • HDV, DVCAM and DV Recording on a miniDV Cassette tape • 0.45" (viewable area, measured diagonally) type EVF offer high-resolution, high-contrast images with 100% full-scan, and 6500°k color temperature (standard for professional monitors). • infoLITHIUM L Series Battery Compatible • HDMI output connector • Smooth Slow Rec • Two accessory shoes • One touch clip microphone holder

<p>HVR-S270U Unique Main Features</p>	<ul style="list-style-type: none"> • Shoulder-mount HDV camcorder • MiniDV and standard size cassette compatibility with up to 4.5 hours total record time capability • HDSDI output interface • 4 channel audio input with balanced XLR connectors • XtraFine EVF with approximately 1,227,000 dots, 852x3[RGB]x480 • V-mount BP series battery compatible
<p>Specifications</p>	<p>Camera Section</p> <p>Lens Carl Zeiss Vario-Sonnar T*® zoom lens, 12x zoom (optical), Focal length:</p> <ul style="list-style-type: none"> • 4.4 to 52.8 mm, • 32.0 to 384 mm (35mm equiv) at 16:9 mode • 39.5 to 474 mm (35mm equiv) at 4:3 mode, <p>Filter diameter: 72 mm</p> <p>Buit-in filters: Clear, 1/4, 1/16, 1/64</p> <p>Imaging System: 1/3-inch, progressive 3 ClearVid CMOS Sensor system with Exmor technology</p> <p>Picture elements: Approx. 1,037,000 pixels (effective), approx. 1,120,000 pixels (total)</p> <p>Focus: Auto, manual (focus ring/one push auto/infinity/AF assist/focus macro)</p> <p>White balance:</p> <ul style="list-style-type: none"> • Auto, one-push auto (A/B positions) • Indoor (3200 K) • Outdoor (selectable level -7 to +7, approx. 500K/step) • Manual WB Temp (selectable 2300K to 15000K, 100K/step) <p>Shutter speed: Auto: 1/60 - 1/2000 Manual:</p> <ul style="list-style-type: none"> • 60i/30p: 1/4 - 1/10000 • 24p: 1/3 - 1/10000 <p>Gain: -6, -3, 0, 3, 6, 9, 12, 15, 18, 21 dB</p> <p>Minimum illumination: 1.5 lux (auto gain, auto iris, 1/30 shutter)</p> <p>VTR Section:</p> <p>Record / playback (down conversion) formats:</p> <ul style="list-style-type: none"> • HDV1080/60i • DVCAM • DV SP 480/60i (NTSC) <p>Record / Playback times :</p> <ul style="list-style-type: none"> • HDV /DV SP <ul style="list-style-type: none"> ○ HVR-Z7U / HVR_S270U: <ul style="list-style-type: none"> ▪ Max. 63 min with PHDVM-63DM cassette ○ HVR-S270U : <ul style="list-style-type: none"> ▪ Max. 276min with PHDV-276DM

<p>Specifications (cont.)</p>	<p>Input / Output connectors:</p> <p>Audio / Video Output</p> <p>HVR-Z7U</p> <ul style="list-style-type: none">o 10-pin connector A/V OUT jack (composite, unbalanced audio (RCA pin x 2ch) with the supplied cable) <p>HVR-S270U</p> <ul style="list-style-type: none">o Composite video (BNCx1)o Unbalanced audio (RCA pin x 2ch) <p>Component Video Output:</p> <p>HVR-Z7U</p> <ul style="list-style-type: none">o Component out jack (special connector) <p>HVR-S270U</p> <ul style="list-style-type: none">o BNC x 3 <p>HDV / DV Input/Output:</p> <p>HVR-Z7U & HVR-S270U:</p> <ul style="list-style-type: none">o i.LINK® interface (IEEE1394, 6-pin) <p>XLR Audio Input</p> <p>HVR-Z7U:</p> <ul style="list-style-type: none">o XLR 3-pin x 2CH <p>HVR-S270U:</p> <ul style="list-style-type: none">o XLR 3-pin x 4CH <p>Headphone</p> <p>HVR-Z7U & HVR-S270U:</p> <ul style="list-style-type: none">o Stereo mini jack (ø3.5 mm) <p>LANC</p> <p>HVR-Z7U & HVR-S270U:</p> <ul style="list-style-type: none">o Stereo mini-mini jack (ø2.5 mm) <p>Digital video Output</p> <p>HVR-Z7U:</p> <ul style="list-style-type: none">o HDMI connector <p>HVR-S270U::</p> <ul style="list-style-type: none">o HDSDI BNC x 1 <p>Built-In Output Devices:</p> <p>HVR-Z7U & HVR-S270U:</p> <p>LCD Viewfinder</p> <p>0.45-inch type (Viewable area measured diagonally), approx. 1,226,880 dots (852x3[RGB]x480), 16:9 aspect ratio.</p> <p>LCD Monitor::</p> <p>3.2-inch type (Viewable area measured diagonally), XtraFine LCD, approx. 921,600 dots, hybrid type, 16:9 aspect ratio.</p>
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<p>Specifications (cont.)</p>	<p>General:</p> <p>HVR-Z7U</p> <p>Mass: Approx. 2.4 kg (5 lb 4 oz) (w/ the supplied lens, w/o tape, battery)</p> <p>Power Requirements: DC 7.2 V (battery pack), DC 8.4 V (AC adaptor)</p> <p>Power Consumption: Maximum approx. 7.2 W</p> <p>Operating Temperature: 0 to 40 °C (32 to 104 °F)</p> <p>Storage Temperature: -20 to +60 °C (-4 to 140 °F)</p> <p>Supplied Accessories:</p> <ul style="list-style-type: none"> o Carl Zeiss Vario-Sonnar T* zoom lens, 12x zoom (optical), lens hood & lens cover o HVR-MRC1 memory recording unit kit o AC-VQ1050 AC adaptor/charger o NP-F570 infoLITHIUM rechargeable battery pa o A/V connecting cable o Component video cable o Lithium battery (CR2025) o Accessory shoe adaptor o Large size eye-cup o Additional normal accessory shoe kit o RMT-831 wireless Remote Commander o ECM-XM1 monaural elect ret condenser microphone o Operating instructions (CD-ROM & hardcopy) <p>HVR-S270U</p> <p>Mass: Approx. 6.3kg (13 lb 15 oz) (w/ the supplied lens,w/o tape, BP-GL95battery)</p> <p>Power requirements: DC 12 V (battery pack), DC 14.4 V (AC adaptor)</p> <p>Power Consumption: Max. approx. 12.5 W (with ECM-XM1 / EVF ON)</p> <p>Operating Temperature: 0 to 40 °C (32 to 104 °F)</p> <p>Storage Temperature: -20 to +60 °C (-4 to 140 °F)</p> <p>Supplied Accessories:</p> <ul style="list-style-type: none"> o Carl Zeiss Vario-Sonnar T* zoom lens, 12x zoom (optical), Lens hood with lens cover o HVR-MRC1 memory recording unit kit o Lithium battery (CR2025) o Large size eye-cup o Additional normal shoe kit o ECM-XM1 monaural electret condenser microphone o Shoulder Belt o Operating instructions (CD-ROM & hardcopy)
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Specifications (cont.)	<p>HVR-MRC1</p> <p>Recording Media:</p> <ul style="list-style-type: none">○ Compact Flash card (2GB or bigger, 133x or faster) <p>File System:</p> <ul style="list-style-type: none">○ FAT32 <p>File Format:</p> <p>HDV : .M2T</p> <p>DVCAM/DV : .AVI (DV-AVI, type 1) or .DV (Raw-DV)</p> <p>Connectors:</p> <ul style="list-style-type: none">○ Special hot shoe○ i.LINK-6pin (on the supplied cradle)○ DC power input (on the supplied cradle)○ infoLITHIUM L series battery slot (on the supplied cradle)
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Features and specifications are subject to change without notice.

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Mel Medina
Senior Product Manager, Professional Audio/Video Group
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