

Product Announcement

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E-films HDR Debuts from E-films



“E-films are pleased to announce their new product line the HDR, to join our expanding line of devices aimed at Sony EX1/EX3 customers”, says Ross Herewini, Product Development Manager and Professional Videographer at E-films.

The e-films HDR is a portable hard disk recording system for the EX series cameras, allowing the user to record to an external hard disk while on location, gaining long recording times at affordable prices. The user inserts the HDR express card into the EX-1 or EX-3 camera and connects the cable to the hard disk enclosure and presses record. The unit comes with a battery pack to allow up to 5 hours of recording on 84GB hard disks.

The HDR is \$299.95 and made up of the following items.

- 1) Expresscard/34 Card with USB interface for the camera and a Mini-USB out to connect to the hard disk.
- 2) Custom “L” shaped Mini-USB cable made of the highest quality cabling and connectors.
- 3) Customised hard disk enclosure to allow the highest compatibility with HDD and SSD.
- 4) Rechargeable power supply for the HDD enclosure.

All the user needs to do is provide a Hard Disk Drive!

“High storage capacity is now an affordable reality. The E-films HDR unlocks the true value of hard disk recording by allowing up to an amazing 84GB

(280 Mins or 4hrs 40 Mins) recording capability at full resolution 1920x1080 35Mb/s HD” says Herewini.

The E-films HDR allows Sony EX1 and EX3 customers the flexibility to attach a high capacity HDD or SSD storage device directly via a USB HDD enclosure to the cameras Expresscard/34 USB card slot.

The unique adapter design allows higher capacity storage than Sony’s equivalent product at a fraction of the cost. By adding a hard drive to the E-films HDR, non-stop shooting for hours at a time is now a reality. When combined with the E-films MxR and a 32GB SDHC card, the user can record over 6 hrs 40 mins continuously.

E-films includes in the package their own custom designed HDD enclosure. “We wanted to use off the shelf products to keep the cost down, but none of the products we sourced met our performance criterion, so we went ahead and designed our own” says Herewini.

The “L” shape connector on the HDR-U is low profile providing an elegant solution for both the EX1 and EX3 cameras.



The HDD enclosure features an e-sata connector for the fastest download of data, or to allow the user to edit directly from the drive itself at top speed.

“What excites me about the E-Films HDR are the problems it solves for EX series professionals. Customers want real solutions that make production easier, and I believe the HDR delivers precisely that combination of price, functionality and performance inline with the hit MxR solution. We are very happy to provide more economical solutions to our customer globally” says Jeremy Young E-Films Business Development.

Forward orders will be taken from 29 June 2009, and dispatch will start from 6 July 2009.

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