

JVC June 2010 Newsletter

Awards and Reviews

TIPA Award for the GZ-HM1

"Everio GZ-HM1 Wins 2010 TIPA Award for Best Expert Camcorder".

JVC's GZ-HM1 HD Everio video camera was awarded the title "Best Expert Camcorder" in the high-end camcorder category by TIPA (Technical Image Press Association). The coveted TIPA Award is given to products and technologies that are deemed the best in Europe for that year. In the camcorder category, the win followed 2007, in which the Everio HD7 took first prize.

The major reasons for the HM1 doing so well was its undoubted superiority in recording in low light conditions; with its advanced image stabilisation technology allowing near faultless camera recordings when using the zoom function to the wide-angle range, and of course its pro-design feel with easy access to recording and playback functions.

What is TIPA? TIPA is Europe's largest photo and imaging industry organisation. Each year, editors representing 28 photographic and visual-related magazines from 12 nations scrutinise products and technologies introduced that year; with the TIPA Award given to only the best!

Products that are awarded the coveted title of TIPA are encouraged to promote their products in-store using official TIPA point of sale items.

