

Everio 2010

JVC (UK)

18<sup>th</sup> February 2010

## JVC Introduces New Line-up of 8 Everio Camcorders



GZ-MS110



GZ-MS210



GZ-MS250



GZ-MG750



GZ-HM300



GZ-HM330



GZ-HD500



GZ-HM550

JVC's new Everio camcorder line-up comprises four high-definition models and four standard definition models in a selection of four glossy body colours.

**London, UK, February 18<sup>th</sup> 2010** — JVC announces the launch of a full line-up of new Everio camcorders for the 2010 season, suiting all needs with a diverse 8-model selection of high definition - and standard-definition models equipped for versatile, high-quality recording onto a variety of media, including internal hard disk drives, flash memory and/or SD/SDHC cards.

Some of the many new features in the 2010 Everio line-up include exciting upgrades for enhanced image quality, such as Super LoLux and Advanced Image Stabilizer, plus features for advanced shooting, including Time-Lapse REC and Auto REC, underscoring JVC's continuing commitment to Everio quality. At the top end of the line is new high definition model with new, more advanced image sensor and built-in Bluetooth® wireless technology.

Super LoLux improves low-light sensitivity to capture clear images with precise colours even in low-light environments. Super LoLux is made possible by a back-illuminated CMOS sensor incorporated in selected HD models and a high-sensitivity 1/6" CCD in standard-definition models.

Advanced Image Stabilizer ensures steady images even while walking, and is especially effective when shooting bright scenes from full wide to 5x zoom. Available on all models, Advanced Image Stabilizer uses a wide-angle image sampling area that is four times larger than those of conventional systems.

Time-Lapse REC is a sophisticated but easy-to-use feature for time-lapse shooting in 1- to 80-second intervals, enabling hours-long segments to be reduced to seconds, such as the continuous recording of changing sky patterns spanning an entire day.

Auto REC automatically begins recording when a person or other moving subject enters the picture and the luminance changes, a great convenience for home surveillance, monitoring a baby, recording wildlife, taking group shots (instead of using a self-timer) and more.

Digital files created with these new Everio camcorders can be easily shared in a variety of popular formats with the enhanced Everio MediaBrowser software for Windows®, which now provides automatic conversion of HD and SD videos for immediate sharing with YouTube™, including both down-conversion and up-conversion. Files also can be directly exported to iTunes® and synced with an iPod® or iPhone®, or burned to DVD, all with just a few mouse clicks using the Everio MediaBrowser application.

New feature exclusive to the new Everio high-definition models start with a KONICA MINOLTA HD LENS, currently one of the world's smallest and slimmest HD lenses, offers 30x optical magnification, the top level zoom ratio for a high-definition camcorder lens on the market today.

Everio high-definition memory models automatically switch between two internal media for continuous, uninterrupted recordings. Users can shoot seamless, drop-out-free recordings using SD Card or flash memory. HD-model enhancements also include Face Flow Thumbnail, which displays thumbnails from a particular section of a video by automatically selecting and zooming into human faces.

The 2010 Everio series features an original vertically oriented design to create an especially appealing appearance when the models are stood up vertically. This fashionable design concept is also highly practical, making it extra easy to carry around these slim-body camcorders. Portability has been further enhanced with a redesigned grip belt that now works in two handy ways, as a conventional handle-style grip when both ends are snapped in place or as a strap when one end of the belt is released. The series offers four distinctively glossy body colours — black, silver, blue and Grey.

Microsoft® and Windows® are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. iTunes, iPod, and iPhone are trademarks of Apple Inc. registered in the United States and other countries. YouTube and the YouTube logo are trademarks and/or registered trademarks of YouTube LLC. The SD and SDHC logos are trademarks of the SD Card Association. The *Bluetooth*® word mark and logos are registered trademarks of Bluetooth SIG, Inc. and any use of such marks by JVC is under license. All brand names are trademarks, registered trademarks, or trade names of their respective holders.

Contacts:

Neil Mancais Marketing & Public Relations Manager

Tel: +44(0) 20-82087617

Mobile: +44(0) 7970 487617

E-mail: [neilm@jvc.co.uk](mailto:neilm@jvc.co.uk)

## 2010 Everio Lineup Specifications

<b>GZ-HM550</b> <b>HD Memory Camcorder</b>	<b>HD Everio</b> Colour ■
<ul style="list-style-type: none"> <li>• 32GB Internal Flash Memory and SD/SDHC card slot</li> <li>• 1/2.3" 10.62 Megapixel Back-illuminated CMOS Sensor</li> <li>• 9.3 Megapixel Stills with no interpolation</li> <li>• 16x Dynamic Zoom<sup>†</sup> (KONICA MINOLTA HD LENS)</li> <li>• Bluetooth<sup>®</sup> Wireless Technology</li> <li>• Super LoLux</li> <li>• Advanced Image Stabilizer</li> <li>• Time-Lapse REC &amp; Auto REC</li> <li>• Up to 500fps Ultra High-Speed Video Recording</li> <li>• Up to 25fps 5.7 Megapixel Stills Continuous Shooting</li> <li>• One Touch Export*</li> <li>• One Touch Upload to YouTube<sup>™*</sup> (HD Compatible)</li> <li>• Direct DVD Creation with SHARE STATION<sup>®</sup></li> <li>• Seamless Recording over two media</li> <li>• Face Detection &amp; Face Flow Thumbnail</li> <li>• Auto Flash &amp; Auto Illumi. Light</li> <li>• Laser Touch Operation</li> <li>• HDMI ( v.1.3 with x.v.colour)</li> <li>• 2-Way Grip Belt</li> <li>• Everio MediaBrowser</li> <li>• Remote control</li> </ul> <p><sup>†</sup>15x when Advanced Image Stabilizer set to ON</p>	

<b>GZ-HD500</b> <b>HD Hard Disk Camcorder</b>	<b>HD Everio</b> Colour ■
<ul style="list-style-type: none"> <li>• 80GB Built-in HDD and microSD/SDHC card slot</li> <li>• 1/5.8" 1.37 Megapixel CMOS Sensor</li> <li>• 20 x Optical Zoom (KONICA MINOLTA HD LENS)</li> <li>• 24 Mbps High Bit Rate Recording</li> <li>• HD Gigabrid Premium 11 Engine</li> <li>• Advanced Image Stabilizer</li> <li>• Time-Lapse REC &amp; Auto REC</li> <li>• 1920x1080/50p Output</li> <li>• One Touch Upload to YouTube<sup>™*</sup> (HD Compatible)</li> <li>• Face Detection &amp; Face Flow Thumbnail</li> <li>• Laser Touch Operation with sub trigger and zoom function</li> <li>• 2-Way Grip Belt</li> <li>• Everio MediaBrowser</li> </ul>	

<b>GZ-HM330</b>	<b>HD Everio</b>
<b>HD Memory Camcorder</b>	Colour ■
<ul style="list-style-type: none"> <li>• 8GB Built-In HDD and Micro SD/SDHC card slot</li> <li>• 1/4.1" 3.32m Back-illuminated CMOS Sensor</li> <li>• 30 x Optical zoom/ 200 x Digital Zoom</li> <li>• Konica Minolta HD Lens</li> <li>• Memory card slot for SDHC/SD</li> <li>• 24Mbps High Bit Rate recording</li> <li>• HD Gigabrid Premium 11 Engine</li> <li>• Seamless Recording</li> <li>• Super LOLUX</li> <li>• Advanced Image Stabilizer</li> <li>• Time-Lapse REC &amp; Auto REC</li> <li>• 1920x1080/50p output/Full HD 1920x1080 Recording</li> <li>• HDMI( V 1.3 with x.v colour</li> <li>• One Touch Upload to YouTube™* (HD Compatible)</li> <li>• One touch export</li> <li>• Direct DVD Creation with SHARE STATION®</li> <li>• Face Detection &amp; Face Flow Thumbnail</li> <li>• Laser Touch Operation</li> <li>• Auto illumin light</li> <li>• 2-Way Grip Belt</li> <li>• Direct DVD burning and PC less archiving and viewing with Share station( optional)</li> <li>• Everio MediaBrowser</li> </ul> <p>†15x when Advanced Image Stabilizer set to ON</p>	

<b>GZ-HM300</b>	<b>HD Everio</b>
<b>HD Memory Camcorder</b>	Colour ■
<ul style="list-style-type: none"> <li>• Dual SD/SDHC card slot</li> <li>• 1/5.8" 1.37 Megapixel CMOS Sensor</li> <li>• 20x Optical Zoom (KONICA MINOLTA HD LENS)</li> <li>• Advanced Image Stabilizer</li> <li>• Time-Lapse REC &amp; Auto REC</li> <li>▪ 1920x1080/50p Output</li> <li>• One Touch Upload to YouTube™* (HD Compatible)</li> <li>• Seamless Recording over two media</li> <li>• Face Detection &amp; Face Flow Thumbnail</li> <li>• Laser Touch Operation with sub-trigger and zoom function</li> <li>▪ HDMI ( V1.3 with x.v.colour)</li> <li>• 2-Way Grip Belt</li> <li>• Everio MediaBrowser</li> </ul>	

<b>GZ-MG750</b>	<b>Everio</b>
<b>Hard Disk Camcorder</b>	Colour ■
<ul style="list-style-type: none"> <li>• 80GB Built-in HDD and microSD/SDHC card slot</li> <li>• 1/6" 800K-pixel CCD</li> <li>• 45x Dynamic Zoom (KONICA MINOLTA LENS)</li> <li>• Super LoLux</li> <li>• Advanced Image Stabilizer</li> <li>• Time-Lapse REC &amp; Auto REC</li> <li>• One Touch Export*</li> <li>• One Touch Upload to YouTube™* (HD Compatible)</li> <li>• Direct DVD Creation with SHARE STATION® ( optional)</li> <li>• Auto Illumi. Light</li> <li>• Laser Touch Operation</li> <li>• 2-Way Grip Belt</li> <li>• Everio MediaBrowser</li> </ul>	

<b>GZ-MS250</b>	<b>Everio</b>
<b>Memory Camcorder</b>	Colour ■
<ul style="list-style-type: none"> <li>• 32GB Internal Flash Memory and SD/SDHC card slot</li> <li>• 1/6" 800K-pixel CCD</li> <li>• 45x Dynamic Zoom (KONICA MINOLTA LENS)</li> <li>• Super LoLux</li> <li>• Advanced Image Stabilizer</li> <li>• Time-Lapse REC &amp; Auto REC</li> <li>• One Touch Export*</li> <li>• One Touch Upload to YouTube™* (HD Compatible)</li> <li>• Auto Illumi. Light</li> <li>• Laser Touch Operation</li> <li>• 2-Way Grip Belt</li> <li>• Everio MediaBrowser</li> </ul>	

<b>GZ-MS210</b>	<b>Everio</b>
<b>Memory Camcorder</b>	Colour ■■
<ul style="list-style-type: none"> <li>• 32GB Internal Flash Memory and Dual Memory card slot SD/SDHC</li> <li>• 1/6" 800K-pixel CCD</li> <li>• 45x Dynamic Zoom <ul style="list-style-type: none"> <li>▪ KONICA MINOLTA LENS</li> <li>▪ HD Gigabrid Premium 11 Engine</li> </ul> </li> <li>• Super LoLux</li> <li>• Advanced Image Stabilizer</li> <li>• Time-Lapse REC &amp; Auto REC</li> <li>• One Touch Export*</li> <li>• One Touch Upload to YouTube™* (HD Compatible)</li> <li>• Auto Illumi. Light</li> <li>• Laser Touch Operation</li> <li>• 2-Way Grip Belt</li> <li>• Everio MediaBrowser</li> </ul>	

<b>GZ-MS110</b> <b>Memory Camcorder</b>	<b>Everio</b> Colour ■
<ul style="list-style-type: none"> <li>• SD/SDHC Card Slot</li> <li>• 1/6" 800K-pixel CCD</li> <li>• 45x Dynamic Zoom/ 800 Digital Zoom <ul style="list-style-type: none"> <li>▪ KONICA MINOLTA LENS</li> <li>▪ HD Gigabrid Premium 11 Engine</li> </ul> </li> <li>• Super LoLux</li> <li>• Advanced Image Stabilizer</li> <li>• Time-Lapse REC &amp; Auto REC</li> <li>• One Touch Upload to YouTube™* (HD Compatible)</li> <li>• 2-Way Grip Belt</li> <li>• Everio MediaBrowser</li> </ul>	

\* Using bundled Pixela software for Windows®

## Recording Times of Storage Media

### High Definition Models

Mode	120GB HDD	80GB HDD	32GB Flash	8GB Flash	32GB SDHC Card
UXP	11hr	7hr 20min	2hr 55min	40min	2hr 40min
XP	15hr	10hr	4hr 5min	1hr	4hr
SP	21hr	14hr	5hr 50min	1hr 25min	5hr 52min
EP	50hr	33hr	14hr 40min	3hr 35min	14hr 40min

### Standard Definition Models

Mode	80GB HDD	32GB Flash	8GB Flash	32GB SDHC Card
Ultra	19hr	7hr 30min	1hr 50min	7hr 30min
Fine	28hr 20min	11hr 20min	2hr 45min	11hr 20min
Norm	37hr 40min	15hr	3hr 40min	15hr
Eco	100hr	40hr	9hr 50min	40hr

For all models, memory card is not provided.