

Everio 2010 Line - up

GZ-HM550EK

JVC (UK)

18<sup>th</sup> February 2010

## JVC Introduces Everio GZ-HM550 Camcorder with Built-in Bluetooth<sup>®</sup> wireless technology.



**London, UK, February 18<sup>th</sup> 2010** — JVC announces the launch of the new GZ-HM550 Everio camcorder offering built-in Bluetooth<sup>®</sup> wireless technology. This innovation will allow users to shoot videos and stills in conjunction with various other wireless peripherals featuring Bluetooth<sup>®</sup> technology in brand new ways.

Use it with a smartphone to control the Everio camcorder remotely, allowing Rec., Zoom and Play operations at a distance (requires installation of a supplied application beforehand). Also possible

is the wireless transfer of still images from Everio to a smartphone.

Use it with a GPS unit to record location data of where movie/still files were recorded. This data synchronises with Google Earth™ when viewing on the bundled Everio MediaBrowser on a PC. More and more people are choosing to chronicle their trips linked to online maps, and the GZ-HM550 will make this easier.

Use it with a headset to monitor sound while shooting or to record your own voice. Wireless headset pairs to the camcorder similarly like a mobile phone or smartphone.

Aside from offering built-in Bluetooth® wireless technology, the GZ-HM550 provides all the quality and convenience features to appeal to consumers who are looking for a high-performance camera in a compact package. Its 10.62 Megapixel Back-illuminated CMOS Sensor enables shooting of 1920 x 1080 Full HD videos and real 9 Megapixel digital stills. The equipped KONICA MINOLTA HD LENS is currently one of the world's smallest and slimmest HD lens, and offers 16x dynamic zoom without any degradation of picture quality. All this is further supported by new technologies that ramp-up basic image quality including Super LoLux and Advanced Image Stabilizer. Super LoLux improves low-light sensitivity to capture clear images with precise colours even in low-light environments. GZ-HM550 is also equipped with both LED light and flash for shooting in dark situations. Advanced Image Stabilizer ensures steady images even while walking, and is especially effective when shooting bright scenes from full wide to 5x zoom.

Recorded content is stored on the internal 32GB flash memory, with an SD/SDHC card slot to provide additional storage. And like many other models in the new Everio lineup, the GZ-HM550 offers new advanced shooting functions like Time-Lapse REC and Auto REC. Time-Lapse REC provides a sophisticated technique with easy operation — simply set to record in intervals ranging from 1 to 80 seconds. When played back, hours-long segments will be reduced to mere seconds. Auto REC automatically begins recording when a person enters the picture — a convenient solution for home surveillance, monitoring a baby, recording wildlife, and more. Also Motor Drive Shooting (9 Megapixel stills up to 15fps) and Ultra-Slow Motion Playback by high speed recording (up to 500fps) are available.

Digital files created with this new Everio camcorder 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 videos for immediate sharing on YouTube™ at HD or SD resolution. 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 same Everio MediaBrowser application.

To make it easier for the user to find and play any scene he or she wants, the GZ-HM550 offers

Face Flow Thumbnail which displays thumbnails from a particular section of a video by automatically selecting and zooming into human faces. And to make shooting and carrying easier, this camcorder has a redesigned grip belt that works in two 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.

Innovation is an Everio tradition. With the latest GZ-HM550 Everio camera, people will get to see some of the innovative ways that new technologies are being incorporated into personal visual communication.

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Attachment

## Feature List

<b>GZ-HM550</b>	<b>HD Everio</b>
<b>HD Memory Camcorder</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>• 2-Way Grip Belt</li><li>• Everio MediaBrowser</li></ul>	
†15x when Advanced Image Stabilizer set to ON	
* Using bundled Pixela software for Windows <sup>®</sup>	

## Recording Times and number of storable Still Images of Storage Media

Mode	32GB Flash Memory	32GB SDHC Card
UXP	2hr 57min	2hr 58min
XP	4hr 9min	4hr 12min
SP	5hr 54min	5hr 57min
EP	14hr 45min	14hr 53min
9.3M Stills	9999	9999