

JVC PICSIO POCKET CAMERAS DELIVER INTERACTIVE FUN WITH EASY OPERATION/SHARING OF HIGH-QUALITY IMAGES

PICSIO GC-WP10 and GC-FM2 boast 3" touch panel, plug & share convenience, superb HD images, improved low-light performance and waterproof versatility



London, England August 24th 2010 — JVC (Victor Company of Japan, Limited) is introducing two new PICSIO pocket cameras, the GC-WP10 and GC-FM2, “All for Fun + Fun for All” models that are fun to use and also make it fun for others to enjoy thanks to great content-sharing features. The cameras feature a 3" touch panel for easy operation and playback, high-quality Full HD video, excellent low-light sensitivity, waterproof ruggedness (GC-WP10 only) and optimized for Eye-Fi cards for Wi-Fi connectivity.

The 3" touch screen uses moving icon graphics for highly interactive and intuitive operation. It also doubles as a large screen for easy playback of content, allowing other to also relive the moment right after recording. Pressure sensitivity enables operation even when wearing gloves, making the cameras ideal for winter sports.

PICSIO's CMOS image sensor captures JPEG stills at up to 5-megapixel native resolution without interpolation. It also records up to 1920x1080P/25 fps Full HD video with image stabilization for enjoyment on an HDTV via HDMI output. A 4x digital zoom and a variety of shooting modes are provided. Videos are recorded in MPEG-4 AVC/H.264 and stored as MP4 files for easy importing into various applications without time or quality loss. Time-Lapse makes it easy to capture subtly occurring phenomena in distinctive videos.

LoiLoScope EX for Windows® is preinstalled for quick, intuitive editing and direct uploading to YouTube™ and Facebook, exporting to iTunes and more. It can launch immediately when the camera is connected to virtually any PC, eliminating the need for the user to carry around their own computer. The uploading process, including editing, requires just a few easy steps. A full array of special effects is available for creative editing, supported by simplified icon-based access and intuitive drag-and-drop operation. Windows 7 Multi-Touch is supported, so operation via any compatible PC touch screen is possible. File output for DVD creation also is available.

Both PICSIO pocket cameras work with iMovie on the Mac. The two cameras also offer the option to record video in the iFrame format, a computer-friendly video format designed to dramatically simplify the process of editing and sharing video. iFrame works with compatible Mac and PC applications.

The PICSIO cameras come with an SD/SDHC/SDXC card slot for versatile storage. The slot also is optimized for Eye-Fi cards, so files can be quickly uploaded and shared via wireless LAN.

The GC-FM2's special conveniences include a slide-out USB connector. Both models are charged through their USB connection so continued shooting is possible after transferring files. A USB cable is provided.

The PICSIO GC-WP10 is waterproof to a depth of 3m/10ft (IPX8 certified) for worry-free recording underwater, on the slopes or in the rain. Considering the surprising number of cameras that are ruined simply by falling into a pool or a sink, the GC-WP10 provides insurance against such mishaps. GC-WP10 also comes with a MP3 audio recorder to capture everything from lectures to jam sessions in stereo.

The JVC GC-WP10 and GC-FM2 will be available from September 2010

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About JVC

JVC (Victor Company of Japan, Limited) is a leading international electronics company that has advanced audio and video technology and hardware. JVC engages in visual such as camcorder, high definition projector, audio and entertainment business. Headquartered in Yokohama, Japan, JVC was founded in 1927.

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