

# Panasonic ideas for life

## ADVANCED MASTER QUALITY

Panasonic, the leader in DV & Metal Evaporative Tape technology, now introduces the latest advancements in 6.35 mm tape for professional master quality recording.

AY-DVM33AMQ  
AY-DVM48AMQ  
AY-DVM63AMQ



AY-DV96AMQ  
AY-DV124AMQ  
AY-DV186AMQ  
AY-DV276AMQ



### Enhanced Durability for Still Images

A newly developed robust lubricant and a durable diamond-like carbon (DLC) film with extra thickness dramatically boost durability during still frame playback, which places considerable burden on the tape. This rugged durability stands up to the repeated rewinding, fast-forwarding and playback of professional editing.

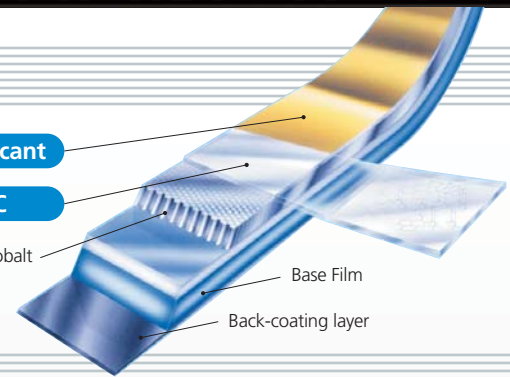
Robust Lubricant

Thick DLC

Layer of magnetic cobalt

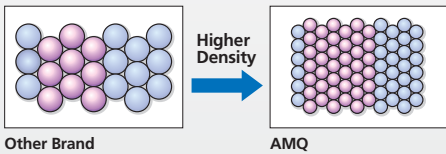
Base Film

Back-coating layer

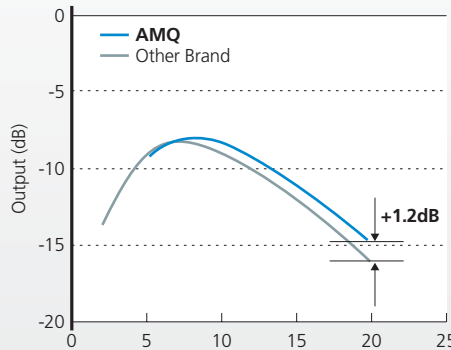


### High Output Level

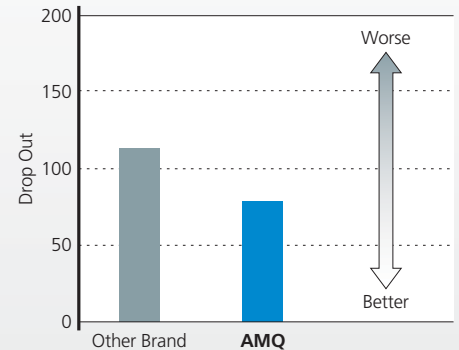
Panasonic's advancements to its S-AME (Super Advanced Metal Evaporation) technology have yielded an improved magnetic density. Compared to other brands, the output level has been increased by +1.2dB, resulting in a more precise and secure recording.



#### High Output Level



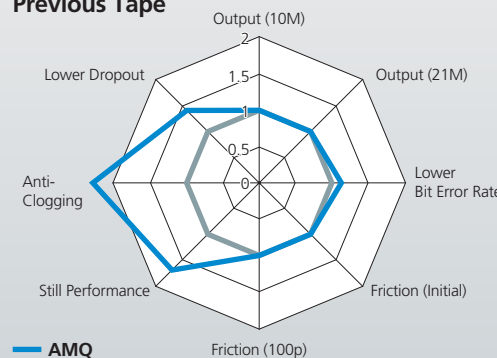
#### Less Drop Out



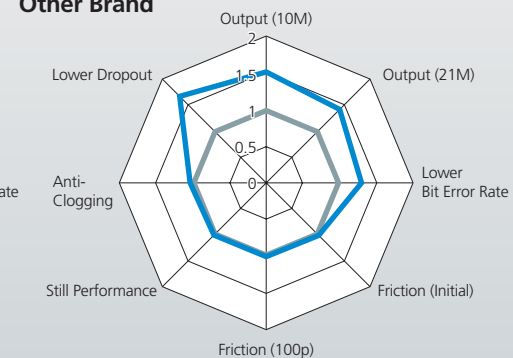
### Superb Total Performance

This durable tape offers particularly excellent characteristics in regard to dropout, clogging, and still image playback, in comparison with previous Panasonic tapes. It also excels over competitive brand tapes in terms of dropout, signal output, and error rate.

#### Comparison with Previous Tape



#### Comparison with Other Brand

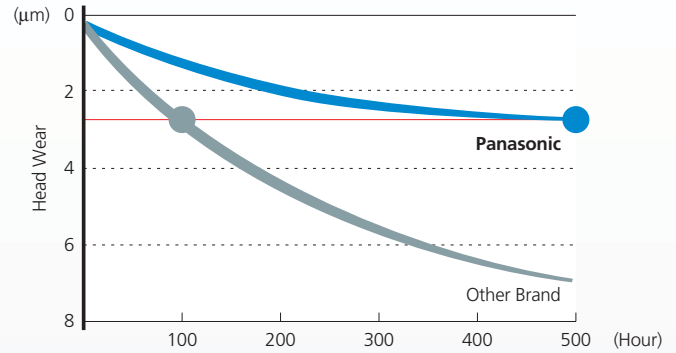


Values achieved furthest from the center axis for the charts on the right, reflect the best performance for the given characteristic.

Delivers professional-level durability and reliability

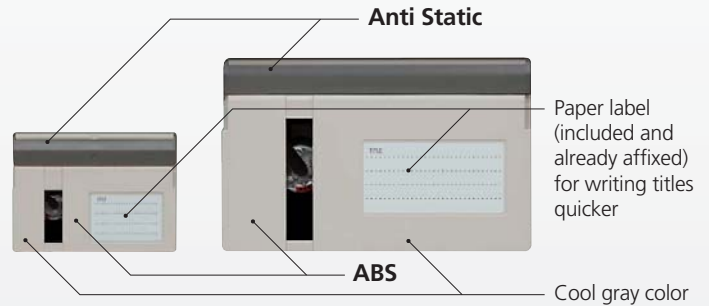
## Low Head Wear

With our original dry type lubricant, video head wear is much less compared to other tape brands (-4 $\mu$ m after 500H). Also it prevents head clogs and significantly extends head life.



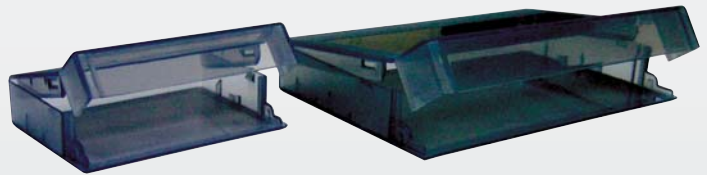
## High-Precision Cassette Design

The same ABS resin that gives data tape cassettes their superb reliability, high-precision molding, tough impact resistance and durability is used in AMQ Series cassettes. An anti-static treatment for the cassette lid repels dust contaminants and minimizes dropouts. This advanced cassette gives valuable images the extended protection they need.



## 2-Way Opening Soft Case

A soft material that won't break if dropped is used for the cassette case. The 2-way lid construction lets you easily extract the tape with one hand, even while shooting.



## New Professional DV Tape — AMQ Series —

DV-Mini



DV-Standard



Specification



**AY-DVM33AMQ**  
(UPC-A: 0-37988-01430-9)



**AY-DVM48AMQ**  
(UPC-A: 0-37988-01431-6)



**AY-DVM63AMQ**  
(UPC-A: 0-37988-01432-3)



**AY-DV96AMQ**  
(UPC-A: 0-37988-01433-0)



**AY-DV124AMQ**  
(UPC-A: 0-37988-01434-7)



**AY-DV186AMQ**  
(UPC-A: 0-37988-01435-4)



**AY-DV276AMQ**  
(UPC-A: 0-37988-01436-1)

### MAGNETIC CHARACTERISTICS

Coercivity	120KA/M
Max. Residual Magnetic Flux Density	500mT
Squareness	0.8

### RECORDING CHARACTERISTICS

Optimum Recording Current	0dB *
---------------------------	-------

### DATA SIGNAL

Output Level (21MHz)	more than 0dB *
Frequency Response (21/10.5MHz)	within $\pm 2$ dB *
Overwrite (10.5/21MHz)	less than 2dB *
C/N (21MHz)	more than -1dB *
(10.5MHz)	more than -1dB *

### TRACKING SIGNAL

Output Level (0.47MHz)	0dB *
Overwrite (0.47/21MHz)	less than -1dB *

IMPULSE RESPONSE (1/90Tb)	within $\pm 5$
---------------------------	----------------

\* As compared to DV Cassette reference tapes.

AMQ can be used for the format in addition to mini DV or DV Standard with 6.35 mm tape width. However, recording time of each mode is as follows.

For example, for: AY-DVM63AMQ:

Recording Mode	Track Width	Recording Time
Professional mode	15 $\mu$ m	42min.
DV (SP mode)	10 $\mu$ m	63min.
DV (LP mode)	6.67 $\mu$ m	94min.