

**SURF'S UP! PANASONIC AG-DVX100 DV CINEMA(TM) CAMERA
CHOSEN FOR DOCUMENTARY
ON THE ULTIMATE CALIFORNIA PASTIME**

Principal photography is underway on a full-length documentary on the California surfing culture that is being shot with Panasonic's AG-DVX100 DV Cinema(TM) Camera. Executive Producer/Director Eric Jordan has harbored a lifelong fascination with surfing lifestyle and has done extensive research into the history of the sport -- its personalities, icons and paraphernalia. He recently invested in an AG-DVX100 for his company Aquatic Concept (Yuba City, CA), which specializes in underwater and marine photography. Ted Langdell will co-produce the documentary. The breakthrough AG-DVX100 is a unique 3-CCD Mini-DV camcorder with exclusive CineSwitch(TM) technology that supports 480i/60 (NTSC), cinema-style 480p/24fps and 480p/30fps image.

"This is the mid-range camera I've always been looking for in terms of image quality, consumable costs and price," said Jordan. "Prior to using the AG-DVX100, I'd always been disappointed with how video looked -- too flat. Right out of the box, the AG-DVX100 has a subtle quality that draws you in like film -- and produces the most stunning footage I've ever seen with video."

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For the full story, please visit:

http://www.panasonic.com/pbds/subcat/newsinfo/press_03/04_15.html

To learn more about the revolutionary DVX100, please visit:

<http://www.panasonic.com/dvcinema>