

# Panasonic

ideas for life

2006  
DIGITAL VIDEO CAMERA



\*Weight and dimensions shown are approximate. \*Design, functions, and specifications are subject to change without notice. \*All monitor and TV pictures are simulated. \*Some accessories are not available in some countries. \*The tape recording video cameras are compatible only with tapes that bear the Mini DV logo. \*These video cameras are based on the Standard Definition (SD) format of the "Consumer-Use Digital VCR Specifications" agreed upon by the HD Digital VCR Conference. \*Leica is a registered trademark of Leica Microsystems IR GmbH. \*Dicomar is a registered trademark of Leica Camera AG. \*Microsoft®, Windows®, and NetMeeting® are registered trademarks of Microsoft Corporation of the U.S.A. \*All other company and product names are trademarks of their respective corporations.

**Panasonic**

<http://panasonic.co.jp/pavc/global/video/camera/>

**e.cam**

# Sharper, Crisper, More Vivid ,, That's the Beauty of Panasonic Digital Video Cameras

Vibrant Colour, Finer Detail, Richer Gradation  
3CCD Camera System



3CCD



1CCD

Minimal Hand-Shake  
O.I.S. (Optical Image Stabilizer)



O.I.S. ON



O.I.S. OFF

Panasonic's wide line-up has the perfect fit for your shooting style.

DVD e.cam MULTI-FORMAT RECORDING P6



VDR-D300

VDR-D250

VDR-D150

e.cam P12



NV-GS500

NV-GS300/GS280

NV-GS180

NV-GS37

NV-GS27

SD e.cam P16



SDR-S100

# Panasonic's Imaging and Optical Technologies Add to the Beauty

## Triple Beauty „ 3CCD



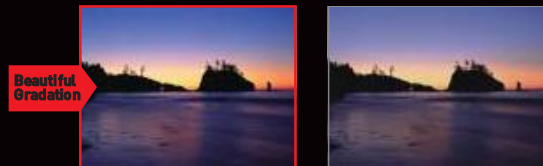
Beautiful Colour

Noise can greatly diminish picture quality. Panasonic's 3CCD system reduces noise by about **30%**\* compared with 1CCD systems, helping deliver stunningly beautiful images with clear, natural colours.



Beautiful Detail

Horizontal resolution in colours is **150%**\* compared with that of 1CCD systems. The greater colour pixel density means that even finely nuanced colours are rendered distinctly.



Beautiful Gradation

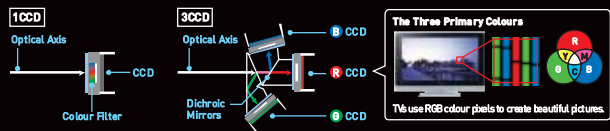
The dynamic range to express luminous gradation is **130%**\* compared with that of 1CCD systems. This helps produce subtle contrast to create a wide palette of colours.

\*Panasonic comparison



Triple beauty — remarkable colour, detail and gradation  
**3CCD Camera System**

The 3CCD camera system is used in broadcasting cameras all around the world. In this advanced system, the incident light is split into its three primary colour components (red, green and blue), and the signal from each is collected by one of the three CCDs. Because each signal is processed by a distinct CCD, there is no light loss and colour reproduction is more precise. Generally, a 3CCD camera system renders colour, detail, and gradation more faithfully than a 1CCD system, so image quality is much improved. With the 3CCD camera system now used in e.cam, you can have a home video camera that delivers the same kind of image quality that professional cameras provide.

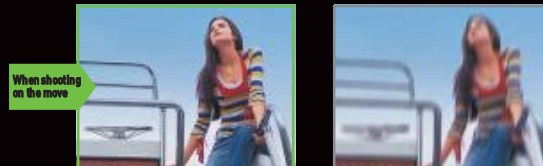


## Minimal Hand Shake „ O.I.S.



When zooming

Hand-shake is suppressed, so you get a crisp, clear image.



When shooting on the move

The shake from the boat's movement is suppressed, so you get a clear, beautiful shot.



When shooting in dim lighting

Even in dim light, the image is sharp and crisp.

Zooming lengthens the focal distance of the lens, so even a slight hand tremble has a big effect.

The movement results in a blurry image.

In low light, hand-shake is a big problem.



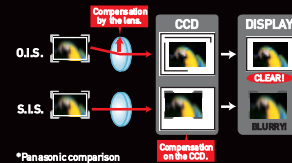
Clear, beautiful moving pictures and still images  
**O.I.S. (Optical Image Stabilizer)**

Hand-shake is one of the biggest problems whether you're shooting moving pictures or still images. Panasonic's solution: the optical image stabilizer. Panasonic's O.I.S. is an optical system rather than an electronic one. Electronic systems try to make the hand-shake compensation in the image on the CCD. Our optical system, on the other hand, makes



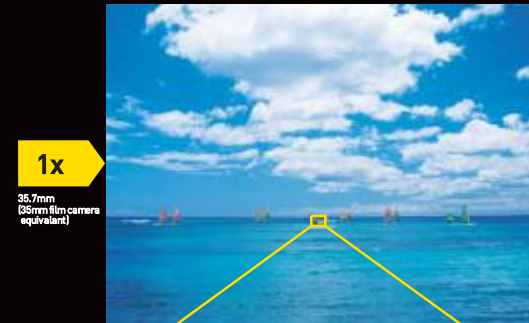
O.I.S./MEGA O.I.S. Lens  
The lens moves up/down or left/right and bends the incoming light to correct hand-shake.

the correction before the CCD imaging stage — so it has virtually no effect on image resolution or field of view. And with Panasonic's MEGA O.I.S. system, you automatically get double\* the stabilizing effect when you're shooting a still image. With Panasonic's O.I.S. and MEGA O.I.S., you get powerful hand-shake correction with both moving pictures and still images.



\*Panasonic comparison

## Pull It in Close „ Powerful Zooming



1x

35.7mm (35mm film camera equivalent)



30x

1072mm (85mm film camera equivalent)

**30x Optical Zoom** **Powerful zoom 30x Optical Zoom**

Panasonic's optical zoom gives you a way to capture incredible shots of subjects even a good distance away. Our 30x zoom is the powerful zoom offered in a home-use digital video camera. You can get truly dynamic images — close-ups too — even when you can't get close to the subject. Cameras with high-powered zooms typically required a big, heavy, complicated lens. Not e.cam. Even e.cam models with super-powerful 30x magnification are compact and easy to carry. And they focus quickly even when zooming, so you're ready to shoot right away. A big advantage of optical zooms, like those in e.cam, is that there is virtually no degradation in the enlarged images. Digital zooms, by contrast, simply enlarge the dots in the centre of the image, so image quality is reduced. And the larger the digital magnification, the grainier the image. With e.cam, anybody can take sharp, high-quality zoom shots that capture the image with all its original beauty intact.



Optical Zoom



Digital Zoom

# DVD e.cam

A 3CCD Camera System and O.I.S. in a DVD Video Camera. Beautiful Images, Easy Operation.



VDR-D300

**3CCD**  
**VDR-D300**  
Multi-Format Recording (DVD-RAM, DVD-R, DVD-RW)



- 3CCD Camera System
- O.I.S. (Optical Image Stabilizer)
- LEICA DICOMAR Lens
- Crystal Engine
- 3.1-Megapixel Still Picture Recording
- 2.7" Wide LCD
- 10x Optical Zoom

**3CCD**  
**VDR-D250**  
Multi-Format Recording (DVD-RAM, DVD-R, DVD-RW)



- 3CCD Camera System
- Crystal Engine
- 2.8-Megapixel Still Picture Recording
- 2.7" Wide LCD
- 10x Optical Zoom

**30x Optical Zoom**  
**VDR-D150**  
Multi-Format Recording (DVD-RAM, DVD-R, DVD-RW)



- Pure Colour Engine
- 30x Optical Zoom

### Multi-Format Recording (DVD-RAM, DVD-R, DVD-RW)



Panasonic's DVD e.cam can use not only DVD-R and DVD-RW discs, but also DVD-RAM discs that you can record on again and again, up to tens of thousands times. You can choose whichever type of disc works best with your DVD player or recorder.



### Easy Shooting, Quick Editing and Convenient Viewing — That's DVD

#### 1 No stress, no mistakes.

The DVD e.cam automatically finds a blank section on the disc for recording. You never need to search for blank disc space — and there's no worry about recording over a previous recording by mistake.



#### 2 Quick, easy editing.

The Index screen makes it easy to search for a particular scene. You can view, delete and edit quickly and easily.



#### 3 Easy, direct networking.

When you finish shooting, just take the disc from your DVD e.cam and slip it right into your DVD player or recorder. There's no need to connect any cables and you can start viewing right away.



DVD e.cam



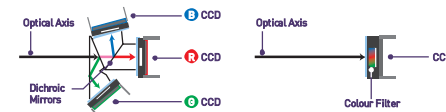
LEICA DICOMAR Lens O.I.S. Lens 3CCD Crystal Engine MPE62 Engine

## Advanced Imaging Technologies for Beautiful Results

### Triple beauty - remarkable colour, detail and gradation 3CCD Camera System

D300  
D250

Most professional broadcasting cameras use the 3CCD system. In a 1CCD system, all of the incoming light information is processed by the same CCD. The more advanced 3CCD system uses three distinct CCDs for processing, so there is absolutely no light loss. You can see the results in beautifully rendered images with vivid colour, fine detail, and rich gradation.



### Clear, beautiful moving pictures and still images O.I.S. (Optical Image Stabilizer)

D300

Panasonic's O.I.S. minimizes the hand-shake that can be such a problem with handheld shots. Because Panasonic's system is optical, there is no image quality degradation. When you're shooting a still image, the MEGA O.I.S. system automatically activates, doubling\* the corrective power. With O.I.S. and MEGA

O.I.S., the DVD e.cam is equipped for clear, beautiful shooting of both moving pictures and still images.  
\*Panasonic comparison



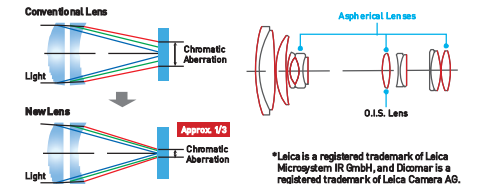
### Superior Leica-certified image quality LEICA DICOMAR Lens

D300

**LEICA** Leica AG of Germany is the manufacturer of fine cameras and lenses favoured by photographers everywhere. The Leica DICOMAR Dicomar lens featured in the DVD e.cam was developed specifically for digital video cameras. Drawing on Leica's renowned optical technology, this advanced lens captures clear, crisp, finely nuanced images with outstanding detail and contrast. Thanks to a multi-coating applied during the manufacturing process, the lens also minimises flare and ghosts.



- Low Dispersion Glass (D300)
- 14 Multi-Coated Lens Surfaces (D300)



\*Leica is a registered trademark of Leica Microsystems IR GmbH, and Dicomar is a registered trademark of Leica Camera AG.

### High-performance image processing Crystal Engine & Pure Colour Engine

D300  
D250  
D150

The Crystal Engine is a special image processing circuit for 3CCD camera systems. It processes the RG and B signals from the three CCDs individually, so it gives both moving and still pictures exceptional quality. And the Pure Colour Engine converts the CCD output signal from a complementary colour signal into an RGB signal at an early stage and extracts the low-frequency luminance component from the RGB signal. This innovative engine also achieves truly superb colour reproduction for high-zoomed pictures.



**Capture even complex motion with precision MPEG2 Engine**

D300  
D250  
D150

Panasonic's MPEG2 engine is a wide-range, high-precision search engine that produces smooth, beautiful moving pictures. Because it precisely records the differences in each frame, it can render fast, complex motions - like those of children in the thick of the action - with exceptional precision. The MPEG2 engine also uses the Variable Bit Rate system that Panasonic adopted for the high-end DIGA DVD recorder. Giving LP (long play mode) recordings nearly twice the resolution captured with previous Panasonic MPEG2 recording video cameras, this lets the DVD e.cam record clear, smoothly flowing pictures.



Model with MPEG2 engine



Conventional model

**Powerful 30x Optical Zoom**

D150

Enjoy remarkable 30x zoom magnification in a camera that fits comfortably and securely in one hand. This lens is not only the powerful zoom offered in a home-use digital video camera, it also features low distortion. And because the zoom is optical, it captures both moving and still pictures with exquisite beauty.



1x 35.7mm (35mm film camera equivalent)



30x 1072mm (35mm film camera equivalent)

**You can take breathtaking stills as well 3.1-Megapixel Still Picture Recording**

D300

**3.1 MEGA PIXEL**  
STILL PICTURE RECORDING



The D300 records 3.1-megapixel still pictures. It captures all of the outstanding detail, colour and sensitivity. Whether you take still pictures in 16:9 wide mode or 4:3 mode, you get beautiful images. You can print beautiful photos as well as view slide shows on a TV in any mode you like. PictBridge, the standard for direct printing, lets you connect the video camera directly to a printer and print out beautiful photos easily.

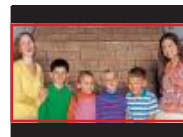
\*D250, 2.3-megapixel still picture recording  
\*D250/D150: PictBridge Compatible



**Shoot wide, view wide with High-Picture-Quality Wide Mode (16:9) and 2.7" Wide LCD**

D300  
D250

The D300 and D250 offer the High-Picture-Quality Wide Mode, which produces images that make for beautiful, dramatic viewing on a wide-screen TV. The image is processed on an area of the CCD with a wide 16:9 aspect ratio to increase the number of effective pixels. Because the image decoded has the same proportions as your wide-screen TV, there is virtually no picture quality degradation. You get beautiful images and all the excitement and dynamism on either a wide 16:9 screen TV or a conventional 4:3 screen TV. The D300 and D250 also feature a wide 2.7-inch LCD, making it easier to frame shots when you're shooting in 16:9 mode. You can enjoy shooting wide, and viewing wide.



On a 4:3 TV



On a 16:9 wide-screen TV

**Functions that Give You More Shooting Flexibility**

**Your Choice of Disc Type: More Options**

**Multi-Format Recording (DVD-RAM, DVD-R, DVD-RW)**

D300 D250 D150



DVD e.cam models can record and play DVD-RAM, DVD-R and DVD-RW discs. With the DVD-RAM disc, you can record again and again on the same disc, up to tens of thousand times, and view it without any finalising process. You can record repeatedly on DVD-RW discs as well, and they are well suited to editing. While you can record only once on DVD-R discs, they can be played back on almost any kind of DVD player or recorder. With DVD e.cam's wide compatibility, you can record on whichever kind of disc works best in your DVD player or recorder.



**DVD-RAM's Key Advantages**

- Superior durability — withstands repeated recording.
  - No finalising is required before viewing.
  - You can watch the video you just shot without waiting.
  - No formatting required\*. Just slip the disc in your DVD e.cam and start shooting.
- \*All formatted disc only.

**Select from three recording modes (XP/SP/LP)**

D300 D250 D150

This unit records in VBR. VBR is an abbreviation for Variable Bit Rate. VBR recording automatically varies the bit rate (amount of data in a fixed time) depending on the subject being recorded. This means if a subject with sharp movements is recorded, the recording time is reduced.

**Moving Picture Recording Times (approx.)**

Mode	XP	SP	LP
DVD-RAM (dual-sided)	36 min.	74 min.	150 min.
DVD-RW (dual-sided)	18 min.	37 min.	75 min.

**So Easy to Use, Even Beginners Get Beautiful Results**

**No need to find a blank disc space No worry about recording over a previous recording by mistake**

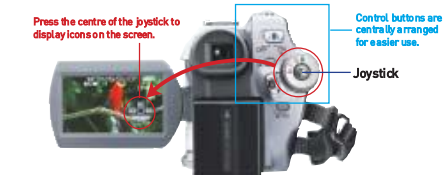
D300 D250 D150

The DVD e.cam automatically searches for a blank section on the disc. So just press the button to start video shooting. There are no more worries about mistakenly recording over previously recorded parts.

**Simple, one-handed operation**

D300 D250 D150

The joystick makes the camera much easier to use, letting you control all basic operations with one hand. As you shoot, just watch the image in the monitor and follow the instruction guide. You can handle a number of operations quickly and easily, without even taking your eye off the subject.



**Operate the camera without looking away from your subject**

D300  
D250  
D150

**Operation Icon Examples**

D300  
D250  
D150

With DVD e.cam's One-Touch Navigation, just press the centre of the joystick to display an operating menu. The operations you use most often are right on the monitor, so it's easy to change settings or operate the camera without looking away from your subject.

	Backlight Compensation
	FadeIN/FadeOUT
	Help Mode
	Soft Skin Detail
	Tele Macro Mode

\*Icon display varies depending on the model.

**The Help Mode Explains the Icons**

D300 D250

Not sure what a certain icon means? Just switch on the Help mode and select the icon. It's explained for you on the LCD monitor. This makes it easier to learn the icons, and you spend less time reading the operating manual.



Help mode explanation of Soft Skin Detail

**Multilingual Menu**

D300 D250 D150

The menu can be displayed in any of nine languages. You can switch it to view all menus in the language you prefer for easy, comfortable operation. (English/German/French/Italian/Spanish/Dutch/Swedish/Polish/Czech)



**Direct Mode Dial: A Quick, Easy Switch from Shooting to Playback**

D300  
D250  
D150

Easy-to-understand icons indicate the modes for both disc and card recording and playback. Just rotate the dial with your fingertip to select the icon that corresponds to the mode you want.



	Recording	Playback
Moving Pictures	Disc Recording Mode	Disc Playback Mode
Still Pictures	Card Recording Mode	Card Playback Mode

**Built-in Flash (GN4.8)\* for great still shots even in dim lighting**

D300

The D300 has a built-in flash that fires automatically when you press the Photoshot button. Even in dim lighting, you get vivid, detailed still images that take full advantage of the megapixel quality.



**0 Lux Colour Night View with Light Panel for shooting in total darkness**

D300 D250

Designed for shooting in total darkness, this function shoots four frames per second using the LCD monitor as a light source. Pictures are clear and sharp thanks to the hand-shake compensation provided by the O.I.S. Light from the LCD is gentle and easy on the eyes, so you can snap shots of sleeping children without waking them up.

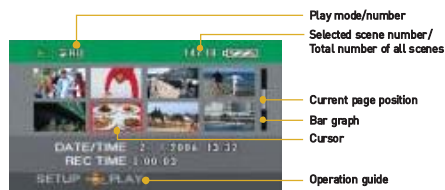


**It's Easy to Enjoy the Images You Shoot**

**Quick Search & Access with Disc Navigator**

D300 D250 D150

Unlike videotape, you don't need to rewind or fast-forward a DVD disc to search for specific scenes. The video camera LCD screen displays a list of the recorded scenes for quick and easy searching.



**Edit with Disc Navigator**

D300 D250 D150

You can do some polished editing using just the camera itself. For example, you can delete scenes right on the spot or change the scene sequence to create your own scenarios.

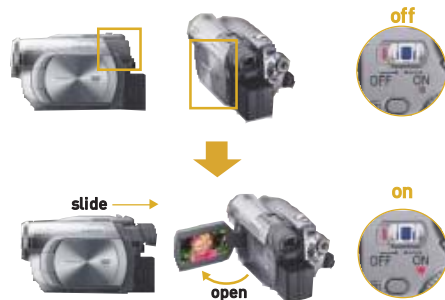


**Designed for Easy Carrying**

**Easy On/Off saves battery life**

D300 D250

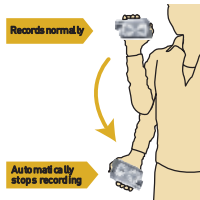
When you open the LCD, the power switches on. Shut it and the power goes off. Pull out the viewfinder and the power switches on. Store it and the power goes off. Easy On/Off reduces the time required for operating the camera.



**Helps prevent wasted shots AGS (Anti-Ground Shooting mode)**

D300

The O.I.S. linear motor system can detect when the camera is in an unusual shooting position — such as when you've inadvertently left it on in recording mode. In these cases, the camera automatically stops recording, saving both battery power and disc space.



**Auto Lens Cover Open/Close — No cap to worry about**

D300

When the power is turned on, the lens cover automatically opens. When the power goes off, the lens cover closes. You don't have to keep removing and replacing a lens cap — or worry about losing it.



**More Fun After Shooting, Too**

**Start playback right away — no cables to connect**

D300 D250 D150

The DVD e.cam gives you cable-free playback. Just slip the disc into your DVD player or recorder and let the show begin.



\*Finalising is required before playback when you record in video mode.  
\*Please note that, depending on the format, some DVD discs cannot be played on some DVD players or recorders.

**Quick, comfortable editing, even with large-capacity discs High-Speed Data Transfer to a DVD Recorder**

D300 D250 D150

With DVD's high-speed data transfer, you can dub your recordings — even large volumes — quickly and easily onto a DVD video recorder's hard disk drive. Enjoy sophisticated editing with the DVD recorder, or save your recordings onto DVD and create a collection of your own DVDs.



**Transfer data to a PC at high speed too USB 2.0 (HS Mode)**

D300 D250 D150

USB 2.0 compatibility lets you upload a moving picture data to a PC at high speed over a single USB cable. Even if your PC has no DVD drive, you can transfer the data to a PC easily.

**DVD-MovieAlbumSE 4.2/DVDfunSTUDIO 2.4**

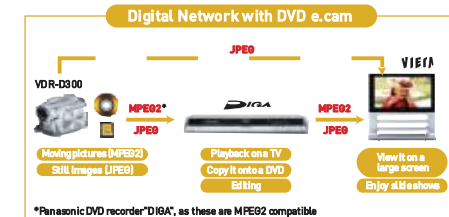
With DVD-MovieAlbumSE 4.2 software, which makes it easy to add titles and texts, you can create your own polished, professional-looking movies. And with DVDfunSTUDIO 2.4 software, you can burn your production onto a DVD disc for keep psakes. \*D150 doesn't include DVD-MovieAlbumSE 4.2 software and DVDfunSTUDIO 2.4 software.

**Use an SD Memory Card to transfer images easily**

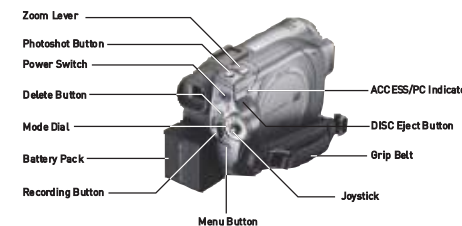
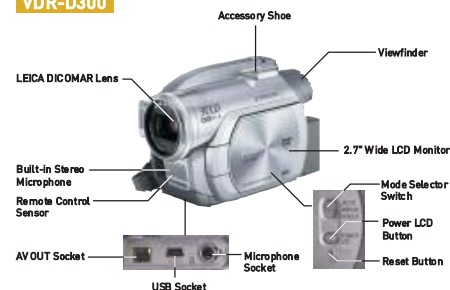
D300 D250 D150

SD Memory Cards are the ideal recording and storage media for today's visual communication and networking. They make it easy to instantaneously transfer image data to a PC or printer.

\*Usable capacity will be less.



**VDR-D300**



Enjoy Extended Viewing of Beautiful Images



NV-GS500

**3CCD** **NV-GS500**



- 3CCD Camera System
- LEICA DICOMAR Lens
- 4.0-Megapixel Still Picture Recording
- 12x Optical Zoom
- Pro-Cinema Mode
- O.I.S. (Optical Image Stabilizer)
- Crystal Engine
- 2.7" Wide LCD
- Manual Focus Ring
- USB 2.0 (High Speed)

**3CCD** **NV-GS300**  
**NV-GS280**



- 3CCD Camera System
- LEICA DICOMAR Lens
- 3.1-Megapixel Still Picture Recording
- 10x Optical Zoom
- O.I.S. (Optical Image Stabilizer)
- Crystal Engine
- 2.7" Wide LCD
- USB 2.0 (High Speed)

**3CCD** **NV-GS180**



- 3CCD Camera System
- 2.3-Megapixel Still Picture Recording
- USB 2.0 (High Speed)
- Crystal Engine
- 10x Optical Zoom

**30x Optical Zoom** **NV-GS37**



- Pure Colour Engine
- Built-in LED Light
- 30x Optical Zoom
- USB 2.0 (High Speed)

**30x Optical Zoom** **NV-GS27**



- Pure Colour Engine
- 30x Optical Zoom

Advanced Imaging Technologies for Beautiful Results

Triple beauty - remarkable colour, detail and gradation  
**3CCD Camera System**

GS500 GS300  
GS280 GS180



Most professional broadcasting cameras use the 3CCD system. In a 1CCD system, all of the incoming light information is processed by the same CCD. The more advanced 3CCD system uses three distinct CCDs for processing, so there is absolutely no light loss. You can see the results in beautifully rendered images with vivid colour, fine detail, and rich gradation.



3CCD 1CCD

Clear, beautiful moving pictures and still images  
**O.I.S. (Optical Image Stabilizer)**

GS500 GS300  
GS280



Panasonic's O.I.S. minimises the hand-shake that can be such a problem with handheld shots. Because Panasonic's system is optical, there is no image quality degradation. When you're shooting a still image, the MEGA O.I.S. system automatically activates, doubling\* the corrective power. With O.I.S. and MEGA O.I.S., the e.cam is equipped for clear, beautiful shooting of both moving pictures and still images.

\*Panasonic comparison



O.I.S. ON O.I.S. OFF

Superior Leica-certified image quality  
**LEICA DICOMAR Lens**

GS500 GS300  
GS280

The e.cam boasts a Leica Dicomar lens. Developed specifically for digital video cameras and featuring original optical technology from Leica, maker of cameras and lenses renowned by photographers everywhere, this advanced lens captures clear, crisp, finely nuanced images with outstanding detail and contrast. Also, the lens was manufactured using a multi-coating process that reduces flare and ghosts.

\*Leica is a registered trademark of Leica Microsystems IR GmbH, and Dicomar is a registered trademark of Leica Camera AG.



High-performance image processing  
**Crystal Engine & Pure Colour Engine**

GS500 GS300  
GS280 GS180  
GS37 GS27



The Crystal Engine is a special image processing circuit for 3CCD camera system. And the Pure Colour Engine is the same one for high-zooming cameras. Each engine achieves truly superb colour reproduction for high-quality pictures.

GS500/GS300/GS280/GS180: Crystal Engine  
GS37/GS27: Pure Colour Engine



With Crystal Engine Without Crystal Engine Crystal Engine

You can take breathtaking stills as well  
**4.0-Megapixel Still Picture Recording**

GS500



The GS500 records 4.0-megapixel still pictures. It captures all of the outstanding detail, colour and sensitivity. Whether you take still pictures in 16:9 wide mode or 4:3 mode, you get beautiful images. You can print beautiful photos as well as view slide shows on a TV in any mode you like. PictBridge, the standard for direct printing, lets you connect the video camera directly to a printer and print out beautiful photos easily.



\*GS300/GS280: 3.1-megapixel still picture recording GS180: 2.3-megapixel still picture recording  
\*GS300/GS280/GS180: PictBridge Compatible

World's highest Simultaneous Motion Video and  
**1.2-Megapixel\* Still Picture Recording**

GS500

Now you can have it both ways. When you're shooting a moving picture and you see a great scene, you can snap off a 1.2-megapixel still shot while continuing to record the moving picture. You don't even have to change recording modes. The moving pictures are recorded onto tape, the still is recorded onto the SD Memory Card. This two-in-one capability means you can catch sudden photo opportunities without interrupting a great moving picture scene.

\*As of January 4, 2006



Motion Video 1.2-Megapixel Still Picture

Powerful 30x Optical Zoom

GS37 GS27

Enjoy remarkable 30x zoom magnification in a camera that fits comfortably and securely in one hand. This lens is not only the powerful zoom offered in a home-use digital video camera, it also features low distortion. And because the zoom is optical, it captures both moving and still pictures with exquisite beauty.



1x (35mm film camera equivalent) 35.7mm 30x (35mm film camera equivalent) 107.2mm

Shoot wide, view wide with High-Picture-Quality  
**Wide Mode (16:9) and 2.7" Wide LCD**

GS500 GS300  
GS280 GS180

The GS500, GS300, GS280 and GS180 offer the High-Picture-Quality Wide Mode, which produces images that make for beautiful, dramatic viewing on a wide-screen TV. The image is processed on an area of the CCD with a wide 16:9 aspect ratio to increase the number of effective pixels. Because the image decoded has the same proportions as your wide-screen TV, there is virtually no picture quality degradation. You get beautiful images and all the excitement and dynamism on either a wide 16:9 screen TV or a conventional 4:3 screen TV. The GS500, GS300 and GS280 also feature a wide 2.7-inch LCD, making it easier to frame shots when you're shooting in 16:9 mode. You can enjoy shooting wide, and viewing wide.

\*GS180: Without 2.7" Wide LCD



On a 4.3 TV On a 16:9 wide-screen TV

## Functions that Give You More Shooting Flexibility

### So Easy to Use, Even Beginners Get Beautiful Results

#### Simple, one-handed operation.

GS500 GS300 GS280  
GS180 GS37 GS27

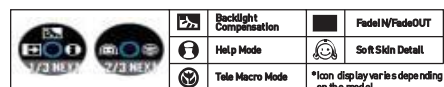
The joystick makes the camera much easier to use, letting you control all basic operations with one hand. As you shoot, just watch the image in the monitor and follow the instruction guide. You can handle a number of operations quickly and easily, without even taking your eye off the subject.

Press the centre of the joystick to display icons on the screen.



#### Operation Icon Examples

GS500 GS300 GS280 GS180 GS37 GS27



#### The Help Mode Explains the Icons

GS500 GS300 GS280 GS180 GS37 GS27

Not sure what a certain icon means? Just switch on the Help mode and select the icon. It's explained for you on the LCD monitor. This makes it easier to learn the icons, and you spend less time reading the operating manual.



#### Multilingual Menu

GS500 GS300 GS280 GS180 GS37 GS27

The menu can be displayed in any of nine languages. You can switch it to view all menus in the language you prefer for easy, comfortable operation.



[English/German/French/Italian/Spanish/Dutch/Swedish/Polish/Czech]

\*The GS180's menu cannot be displayed in Czech.

#### Direct Mode Dial: A quick, easy switch from shooting to playback

GS500 GS300 GS280  
GS180 GS37 GS27

Just rotate the dial with your fingertip to select the icon that corresponds to the mode you want. Dial design of the GS500/GS300/GS280

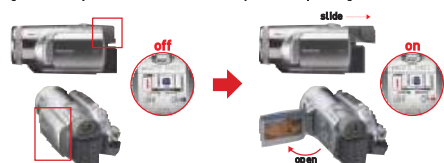


## Designed for Easy Carrying

#### Easy On/Off saves battery life

GS500 GS300 GS280  
GS180 GS37 GS27

When you open the LCD, the power switches on. Shut it and the power goes off. Pull out the viewfinder and the power switches on. Store it and the power goes off. Easy On/Off reduces the time required for operating the camera.



#### Never miss those sudden shooting opportunities—1.7 sec Quick Start

GS500 GS300 GS280  
GS180 GS37 GS27

The Quick start mode\* helps shoot videos on the spur-of-the-moment. This mode lets you shoot those not-to-be-missed scenes just 1.7 sec from the time the power is turned on.



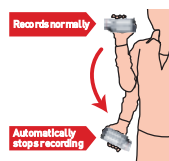
\*This mode can be selected from the menu.  
(The GS180 has a Quick Start Button.)

#### Helps prevent wasted shots with AGS (Anti-Ground Shooting mode)

GS500 GS300 GS280

The O.I.S. linear motor system can detect when the camera is in an unusual shooting position — such as when you've inadvertently left it on in recording mode. In these cases, the camera automatically stops recording, saving both battery power and tape.

\*This mode can be selected from the menu.



#### Improved grip for easy one-handed shooting

GS500 GS300 GS280 GS180 GS37 GS27

The grip is slanted to follow the natural contour of the fingers, giving the camera a more comfortable fit in your hand. The grip also has a low profile and is angled for easy carrying. These features minimise hand strain, making it possible to shoot for long periods without fatigue.



## Creative Editing: Functions that Help You Make the Perfect Movie

#### Adjust the focus manually if you prefer Manual Focus Ring

GS500

Positioned at the front of the lens barrel, the manual focus ring has a non-slip, sure-grip surface for easy operation and quick response when a photo opportunity pops up. It ensures professional-style operation and enhances creativity.



#### Moving pictures with a rich, movie-like tone and true-to-life ambience—Pro-Cinema Mode

GS500

The movies you see at the cinema are generally filmed at 24 frames per second (fps). The GS500's Pro-Cinema mode shoots at a close 25 fps, so it can reproduce the same kind of motion you see in the movies.



## More Fun After Shooting, Too

### Transfer data to a PC at high speed too USB 2.0 (HS Mode) and Video Class\* Compatibility



USB 2.0 compatibility lets you upload DV data to a PC at high speed over a single USB cable. Video Class compatibility allows real-time transfer of DV moving picture data over the same USB cable.



\*Video Class is a standard format that allows the real-time transfer of moving picture data over a USB cable. GS27: USB 2.0 (FS Mode)

### Upload image data in seconds SD Memory Card Compatible



GS500 GS300  
GS280 GS180

SD Memory Cards are the ideal recording and storage media for today's visual communication and networking. They make it easy to instantaneously transfer image data to a PC or printer.



\*Usable capacity will be less

### MotionDV STUDIO 5.6E LE for DV/ SweetMovieLife 1.0E (DV Editing Software)

MotionDV STUDIO 5.6E LE for DV editing software is just the tool you need to make polished, smartly finished productions. It lets you load images into your PC for easy editing, add special effects, and dub in a soundtrack — all from a single, easy-to-understand screen. With SweetMovieLife 1.0E software, which is for beginners of non-linear editing, you can also add title and background music and edit images easily. Both types of DV editing software let you make home movies with quality so high, you'll enjoy them again and again.

\*The GS180 includes only MotionDV STUDIO 5.3E LE for DV.

### Real-time visual communication WEB Camera Function

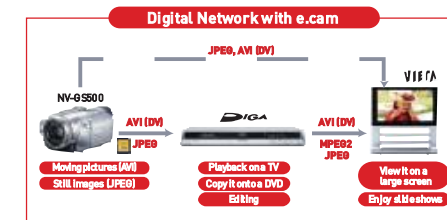
GS500 GS300  
GS280 GS180  
GS37 GS27

With the camera connected via USB cable to a PC, start up Windows® Messenger and the camera instantly turns into a web camera. Ideal for teleconferencing over the Internet, or for surveillance camera use.

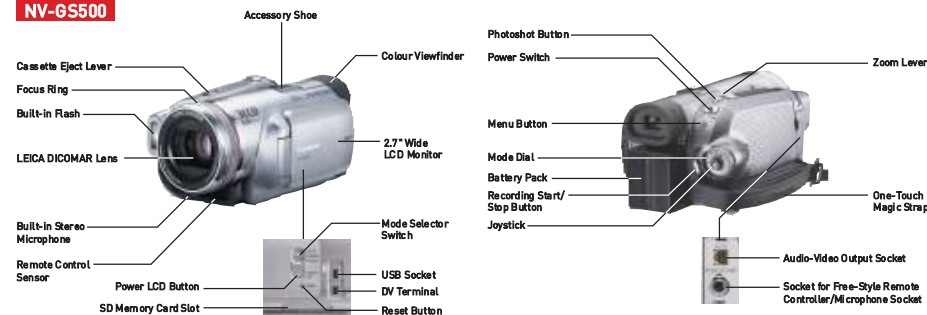


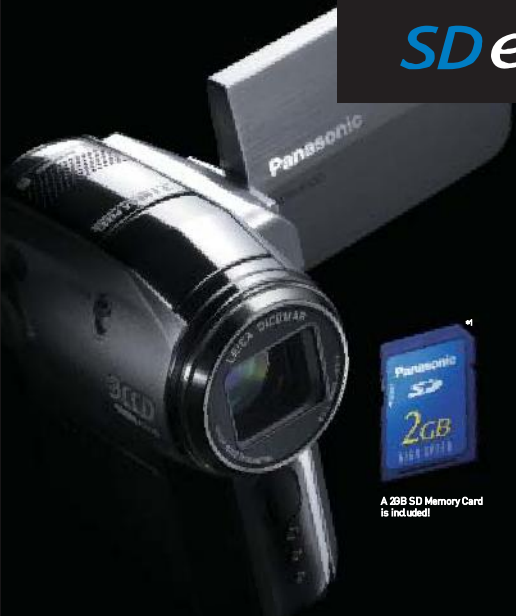
## OTHER FEATURES

- Power LCD GS500 GS300 GS280 GS180  
Easy to see the LCD even outdoors
- Accessory Shoe GS500 (Hot Shoe) GS300 GS280 GS180 (Cold Shoe)
- Tele Macro GS500 GS300 GS280 GS180
- Soft Skin Detail GS500 GS300 GS280 GS180 GS37 GS27  
Give your subjects smoother looking skin
- 0 Lux Colour Night View GS500 GS300 GS280 GS180 GS37 GS27  
Shoot clear pictures in total darkness with Video Light Up
- Colour Night View GS500 GS300 GS280 GS180 GS37 GS27  
Shoot beautiful images in low lighting
- Audio Level Meter & Mic Level Control GS500
- One-Touch Magic Strap GS500 GS300 GS280  
Hang the camera from your wrist and shoot from creative angles
- Auto Lens Cover GS300 GS280
- Built-in Flash GS500 GS300 GS280
- DV IN / OUT GS500 GS300
- DV / OUT GS280 GS180 GS37 GS27
- IR Remote GS500 GS300 GS280 GS180 GS37



### NV-GS500





Shoot Beautiful Pictures Anytime, Anyplace

World's Smallest\*2 SD Video Camera with 3CCD Camera System and O.I.S.

With the SD Memory Card, shooting video is easier and more convenient

- 1 A compact size and super-fast startup**  
The SD card is just 24 x 32 x 2.1 mm (W x H x T) and weighs only 2 g (approx.). Startup time is very short too, so you can record on a moment's notice.
- 2 Use it almost anywhere**  
The tough little SD card is highly resistant to heat, light, impact and dew condensation, so you can take it just about anywhere and use it in a wide range of conditions.
- 3 Quick, easy uploading to a PC**  
You don't have to connect a cable or run a finalising process when transferring data to a PC. With the SD card's quick, easy data transfer, it's easy to use the video clips and still images you shoot.

\*1 Usable capacity will be less \*2 As of January 4, 2006

- 3CCD Camera System
- O.I.S. (Optical Image Stabilizer)
- LEICA DICOMAR Lens
- Crystal Engine
- 3.1-Megapixel Still Picture Recording
- 2.8" Wide LCD
- 10x Optical Zoom

SDR-S100



Advanced Imaging Technologies for Beautiful Results

**Triple beauty - remarkable colour, detail and gradation 3CCD Camera System**

Most professional broadcasting cameras use the 3CCD camera system. With the 3CCD camera system you can see the results in beautifully rendered images with vivid colour, fine detail, and rich gradation.



**Clear, beautiful moving pictures and still images O.I.S. (Optical Image Stabilizer)**

Panasonic's O.I.S. minimises hand-shake. The O.I.S. is extremely effective in situations where hand-shake is most often a problem, such as with zoom shots and in dim lighting. When you're shooting a still image, the MEGA O.I.S. system automatically activates.



Superior Leica-certified image quality  
LEICA DICOMAR Lens



**LEICA DICOMAR** The S100 boasts a Leica Dicomar lens. Developed specifically for digital video cameras and featuring original optical technology from Leica, this advanced lens captures clear, crisp, finely nuanced images with outstanding detail and contrast. Also, the lens was manufactured using a multi-coating process that reduces flare and ghosts.

\*Leica is a registered trademark of Leica Microsystems IR GmbH, and Dicomar is a registered trademark of Leica Camera AG.

Same recording system used for DVDs  
MPEG2

The S100 uses MPEG2, the same codec used in recording DVDs. In all three recording modes (XP, SP and LP), this system plays back moving pictures at 50 fields per second - the same rate as TV broadcasts - so the motion is smooth and natural-looking. Featuring Panasonic's MPEG2 Engine, the S100 lets you record beautiful, smoothly flowing moving pictures.



Functions that Give You More Shooting Flexibility

Simple and easy operation with either right or left hand

The main control buttons are arranged symmetrically for easy single-handed operation with either right or left hand. With its compact size and ergonomic design, the S100 is easy for just about anyone to use.



Simple thumb operation

Simply turn the Mode dial and the S100 is ready to record or play back. When you turn the dial to recording mode, the lens cover opens automatically. In all modes, you can select any available function or menu setting using only the omni-directional cursor button. The S100 is so simple in design that you can do most operations with a single finger.

More Fun After Shooting, Too

<Networking with a PC>

**•Data Transfer**  
Transferring data is as quick and easy as inserting the SD Memory Card into a PC.



**•Editing**

Because the S100 requires no finalisation process, you can edit video right after you record. The S100 comes with MotionSD STUDIO 1.0E software, which makes it easy to add titles, text and music, and to perform non-linear edits. You can create your own special production, then save it onto a DVD disc and view it using a DVD player.

**•Storage**

The S100 comes with software that makes it easy to save images onto a DVD, or convert them to MPEG4 files, to attach them to e-mail. You'll find a host of fun, creative ways to use the moving pictures and still images you shoot.

No more missed shooting opportunities!  
Quick Start-Up — 1.5 sec

Unlike a DVD or an HDD video camera, an SD video camera starts recording quickly. In Quick Start mode\*, the S100 begins recording in just 1.5 seconds from the time the LCD is opened.

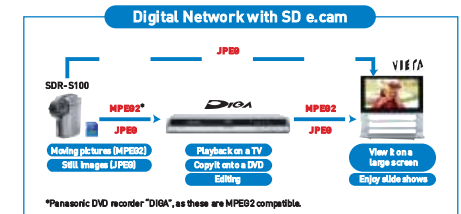


No more searching for a blank space or worrying about recording over previous footage

Simply press the Record button, and the S100 automatically finds a blank memory area and begins recording. You get easy, error-free recording, and you never have to search for a blank space or worry about accidentally recording over other images.

<The Digital Network Continues to Grow>

In 16:9 wide mode, the S100 lets you capture shots that are perfect for viewing on a wide-screen TV. And if you have a Panasonic VIERA TV equipped with an SD card slot, you can view still images on the wide screen without even connecting a cable. Also, you can use a Panasonic DIGA\* DVD recorder to save moving pictures and still images from the SD Memory Card onto the unit's built-in HDD.



<Other Features>

- Crystal Engine
- MPEG2 Engine
- 3.1-Megapixel Still Picture Recording
- High-Picture-Quality Wide Mode (16:9) and 2.8" Wide LCD
- 10x Optical Zoom
- Pop-Up Flash
- Power LCD
- Tele Macro Mode
- Soft Skin Detail
- Colour Night View
- Smart Wind Cut
- Scene Mode
- PictBridge Compatible
- WEB Camera Function

# With Panasonic's Included Editing Software, Anyone Can Enjoy Easy, Versatile Video Editing!

Panasonic's video camera editing software is easy for anybody to use — even if you've never edited before. You can put the add background music and more. Quickly and easily. With Panasonic, you'll be surprised how easy it is — and how much fun

scenes in a different order, add titles, it can be - to create your own original video productions.

## SweetMovieLife 1.0E & MotionDV STUDIO 5.6E LE for DV for e.cam

With SweetMovieLife 1.0E editing software, you'll find it super-easy to edit moving pictures — even if you're a true beginner. Sweet Movie Life 1.0E guides you every step along the way. MotionDV STUDIO 5.6E LE for DV software is a full-fledged, powerful digital video editing tool. Whichever you select, you'll see how much fun it can be to edit them!

### 1 Transfer Data

Transfer the moving pictures to your PC

SweetMovieLife 1.0E and MotionDV STUDIO 5.6E LE for DV comes with a USB cable that lets you connect your camera to your PC, making it easy to transfer the moving pictures.



### 2 Edit

For Beginners

#### SweetMovieLife 1.0E

Just follow the step-by-step instructions

Step-by-step instructions are shown right on the monitor, telling you how to transfer data to the PC, edit it, and save the results. Just follow the instructions to add titles, background music and more. The instructions take you all the way through to a finished video production.



Select the video file for editing

Just follow the guide!

Fill out blank spaces about titles, BGM and other effects.

Add a title

Set the duration and scene-transition effects

Add background music

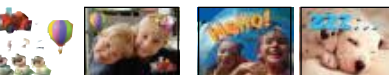
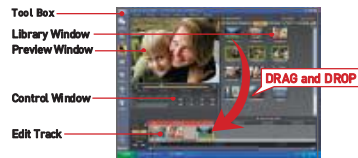
Add the recording date

For Advanced Users

#### MotionDV STUDIO 5.6E LE for DV

A wide variety of video effects to choose from

MotionDV STUDIO 5.6E LE for DV includes a wide variety of titles, video effects and transition effects for you to choose from, and it lets you add background music and arrange your video just the way you want. You can also further polish videos you've produced using SweetMovieLife 1.0E.



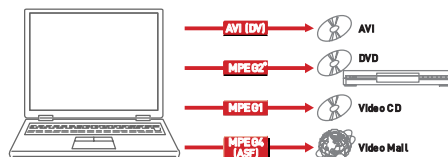
[3D Animations & Illustration Frames] Select and freely overlay any of your preferred animations and illustration frames.

[3D Titles] Creating titles with 3-dimensional letters is easy, and the result is just as you imagined.

### 3 Save the Results

Choose how you want to save it

You can save the results in AVI format, convert it to the MPEG1 format or convert it to MPEG4 format. Also you can burn your production onto a DVD disc\*. \*Requires DVD writing software.

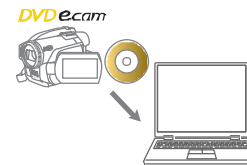


## DVD-MovieAlbumSE 4.2 & DVDfunSTUDIO 2.4 for DVD e.cam

Use DVD-MovieAlbumSE 4.2 to edit the moving pictures you take with your DVD e.cam. It's easy to put the scenes in a different order, delete unwanted ones, and add titles. Create just the kind of video you want. When you're done editing, use DVDfunSTUDIO 2.4 (included) to burn your production onto a DVD disc.

### 1 Transfer Data

Transfer the moving pictures to your PC



Just slip the disc right into your PC. Or use the USB cable (included) to connect your DVD e.cam to your PC and transfer the moving picture data that way.

### 2 Edit

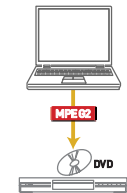
Quick and easy



Use DVD-MovieAlbumSE 4.2 to put scenes in a different order and delete the ones you don't want. It's easy.

### 3 Save the Results

Resave it onto a DVD disc



When you're finished with your video production, you can use DVDfunSTUDIO 2.4 (included) to resave the edited version onto a DVD disc.

## MotionSD STUDIO 1.0E for SD e.cam

Use MotionSD STUDIO 1.0E to edit the moving pictures you take with your SD e.cam. It's easy to put the scenes in a different order, delete unwanted ones, and add titles and background music. Create just the kind of video you want. When you're done editing, you can burn your production onto a DVD disc.

### 1 Transfer Data

Transfer the moving pictures to your PC



You can transfer the moving picture data from the SD card right to your PC.

### 2 Edit

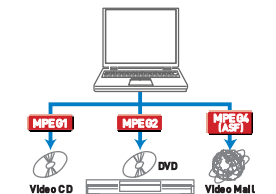
Quick and easy



Use MotionSD STUDIO 1.0E to put scenes in a different order and delete the ones you don't want. It's easy. This software also includes a wide variety of video effects.

### 3 Save the Results

Choose how you want to save it



When you're finished editing, you can burn your video production onto a DVD disc. Or you can convert it to MPEG4 and attach it to e-mail or post it on a Website.



