

NV-MX500 3CCD DIGITAL CAMCORDER DELIVERS SMOOTH MOTION AND 3.0 MEGAPIXEL STILL IMAGES

Panasonic is set to launch the 3CCD digital camcorder 'e.cam Professional', the NV-MX500 – the first camcorder to feature 3.0 megapixel still picture recording. This new model also incorporates a high-resolution Leica Dicomar lens.

Tad Miyata, Panasonic product manager, Camcorder, Digital Still Camera and VCR, said: "Consumers have added the demand for higher quality still images to the conventional requirements of compactness, easy portability and high picture quality that are expected from today's digital video cameras."

The NV-MX500's Leica lens is equipped with the 'MEGA Optical Image Stabiliser', which provides superb stabilising power during shooting of still pictures.

NV-MX500 recording features include:

- Recording moving images onto Mini DV tape
- Recording still pictures onto Secure Digital (SD) Memory Card
- 3-mode MPEG4 movie capture on SD Memory Card
- Voice recording on SD Memory Card

The new camcorder also features a USB terminal, a DV terminal, and a digital still picture terminal for PC connectivity.

To make shooting as easy and comfortable as possible, the body size is extremely compact for a 3CCD camera, and the NV-MX500 is supplied with a 'free-style' remote control to improve operation under a variety of shooting conditions, and a free-style grip belt that also serves as a carrying strap.

High Quality Picture & Sound

3CCD Camera System

The NV-MX500 incorporates the same type of 3CCD camera system used in Panasonic's professional broadcasting equipment. Because this system uses separate

CCDs for the reds, greens and blues that compose an image, it reproduces colours with exceptional fidelity and delivers a full 540 lines of horizontal resolution. With the NV-MX500, you'll capture vivid, true-to-life images with remarkable depth.

Leica Dicomar lens

Discover the renowned gradation and detail of Leica Dicomar optics with this 7-element, multi-coated lens created under Leica's direction. It has a 2-stage neutral density filter for aperture-independent brightness adjustment; and technology designed to reduce flare and ghosting contributes to its beautiful images.

3.0 megapixel still picture recording

Three CCDs with 800,000 pixels each combine with original Panasonic Quad-Density Pixel distribution technology to deliver still pictures with a full 3 million pixels, when recording onto a SD Memory Card. This translates into beautiful still shots with extremely high resolution and outstanding image quality.

Quad-Density Pixel Distribution Technology

Picture quality is further enhanced by the use of vertical and horizontal pixel shifting, a highly advanced technology developed for broadcast cameras. Shifting in both vertical and horizontal directions is rare even with professional equipment.

3-Dimensional RGB Frame Noise Reduction

Used at the input stage of the signal processing system, this minimises noise increase at the sharpness stage, thereby achieving a higher S/N ratio.

This advanced function works by applying noise reduction not only between fields, but between frames as well. It minimises afterimages in still photos, preserves vertical detail, and reduces noise to the level of stand-alone digital still cameras.

Mega O.I.S

The NV-MX500's optical image stabiliser minimises picture degradation and fluctuation in the view angle to virtually eliminate the effects of jitter, even when zooming. Compensation for 'handshake' when shooting still pictures has also been nearly doubled (compared with our previous model) to effectively prevent even the slight shake that can occur when pressing the Photoshot button.

Shutter Chance Indicator

The LCD monitor displays the point at which shooting conditions are ideal, making it easy to take beautiful, sharply focused shots every time.

Focus Frame

You can speed up focusing by bringing your subject inside the focus frame.

Compact 4-ECM Zoom Microphone

This system incorporates four independent electret condenser microphones and is linked with the zoom operation of the lens, so the microphones' directionality and sensitivity are adjusted as you zoom. The directionality adjusts in 256 steps from Wide to Zoom, so voices and sounds are recorded naturally and correspond with the images. Wide mode emphasises the stereophonic ambience, while Zoom mode narrows the recording direction to capture monaural-like sound from a distant subject.

Smart Wind Cut

A digital circuit automatically detects the wind velocity and adjusts the directivity of the microphones accordingly. This dramatically reduces both wind noise and sound degradation in the low frequency range.

Colour Night View

Colour Night View provides images with colour even in dim lighting where ordinary shooting would have faded colours*.

High Quality Wide Screen

Conventional wide-screen modes are achieved by applying a vertical zoom to the normal screen, which lowers vertical resolution by 25 per cent.

The NV-MX500 provides wide-screen images directly with its high-resolution CCD, preserving vertical resolution for a superior picture.

Professional functions

1. Zebra pattern detects overexposure, minimising smear from sunlight/bright lighting

2. Mic level setting enables adjustment of the audio input level
3. Picture quality adjustment allows setting of detail degree and colour density
4. Colour bar helps to make colour adjustments when editing on a monitor or printing
5. Camera data recording function allows easy confirmation of camera settings when shooting
6. Manual functions (Manual Focus Ring/Manual Iris Adjustment/Manual White Balance / Back Light Compensation)

Operation Ease

Intelligent 3.5-inch LCD Monitor

The NV-MX500 boasts a 200,000-pixel polycrystalline-silicon 3.5" LCD monitor that provides the high resolution, sharp detail and fine colour needed for high-quality shooting. The unit automatically detects scene brightness and adjusts the level of the light source accordingly in real time.

The NV-MX500 also lowers the minimum brightness level needed in dark scenes, essentially widening the dynamic range. Every scene is displayed with smoothly flowing images with rich gradation.

Free Style Remote Controller

This allows shooting from almost any position, making it super-easy to take low-angle shots, high-angle shots and fixed-position shots using a tripod. Remote control puts the camera buttons right at your fingertips even when you're shifting the camera around. This also makes it very easy to shoot left-handed.

Free Style Grip Belt

The Free-Style Grip Belt makes the NV-MX500's compact body even easier to carry and use. It serves as a handy strap for carrying, and as a sturdy hand support for a firmer grip when shooting.

Auto Pop-Up Flash

For still shots, this flash (GN=6) pops up automatically when insufficient lighting is detected for the subject. There are three modes to choose from to suit the situation: Forced flash, no flash and automatic.

SUB REC. Button

In addition to the main record button, the NV-MX500 adds a Sub Rec. button on the camera's upper right section. This makes it easier to shoot low-angle and other unusual shots.

Super-Easy Networking**SD Memory Card compatibility**

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

MPEG4 Internet Movie

The NV-MX500 records moving pictures in MPEG4** format, for use on the Internet or as e-mail attachments. Select from three picture quality modes: Super Fine (about 430 kbps), Fine (about 320 kbps), or Normal (about 100 kbps).

WEB Camera Function

The NV-MX500 does more than just capture images. By connecting this digital video camera to a PC with a USB cable and starting up Windows NetMeeting, it instantly turns into a Web camera. It is ideal for conducting teleconferences over the Internet, or for surveillance camera use.***

SD Voice Recorder

Images aren't the only thing you can record with the NV-MX500. Its Voice Recording Function lets you take notes without a notebook. The built-in, high-performance microphones provide superb digital sound.

Standard Accessories for easy connection to PC

16MB SD Memory Card

SD Viewer

USB cable and driver software

DVD Studio for USB

Application software (including ArcSoft)

WEB camera driver

G.726 Driver

Other Accessories

AC Adaptor

Rechargeable Lithium-Ion battery pack

Free-style remote control

Lens cap

Infra-red remote control

AV Cable

Shoulder Strap

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* Because the Colour Night View function automatically slows the shutter speed, blurring will occur with moving subjects.

**The MX500's MPEG4 files are compatible with Windows PCs. To view MPEG4 moving images on a PC, Windows Media Player 6.4 or higher version (available for free on the Microsoft Web site) and the necessary application (provided on the enclosed CD or available for free on the Microsoft Web site) are required.

***Windows NetMeeting Ver. 3 or later is needed to use this function. System requirements are: PC with Windows 98SE Me, 2000 Pro or XP preinstalled, and USB terminal. PC connection cable and driver software are provided.