

# SONY

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**NEWS RELEASE:** *Immediate*

## Meet This Year's New Handycam® Range from Sony

*Full HD camcorders from Sony with best-ever picture performance and sound*

- World's first<sup>1</sup> Balanced Optical SteadyShot for even more stable images while walking/zooming (HDR-PJ760VE)
- **Increased built-in projector models led by the HDR-PJ760VE capable of displaying 100-inch screen size (diagonal)**
- The world's smallest and lightest<sup>2</sup> 3D Handycam® (HDR-TD20VE)
- Clearer dialogue with Auto Wind Noise Reduction and Closer Voice (both models)
- By Pixel Super Resolution processing for high-resolution still images and Extended Zoom (both models)



*Handycam® HDR-PJ760VE with built-in projector*

**(Singapore, 10 January 2012)** – This year's Handycam® line-up from Sony puts even better-looking Full HD video and crisper, clearer sound within easy reach, bringing out the professional movie-maker in everybody.

<sup>1</sup> As an AVCHD camcorder as of January 9<sup>th</sup>, 2012

<sup>2</sup> As an AVCHD 3D camcorder as of January 9<sup>th</sup>, 2012

Using advanced technology from Sony, consumers are now able to shoot more stable, blur-free video and stills, even at tele-settings where other camcorders disappoint with shaky, hard-to-watch footage. Beautifully detailed video and still images are able to be captured, even when the image is zoomed in on. Record crisper, clearer dialogue, even when the wind is gusting.

The new HDR-PJ760VE turn any wall, ceiling or handy surface into an impromptu movie theatre. And if you want to add an extra dimension to those special memories, the HDR-TD20VE, the smallest 3D Handycam® offering yet from Sony adds exciting new features for satisfying, immersive images.

### **New Features for Better HD Video and Sound**

The new HDR-PJ760VE introduces Balanced Optical SteadyShot, a sophisticated new stabilisation system that gives more stable, professional looking images with HD video or still shooting. Stabilisation is now applied to the whole optical system, including lens and Exmor R™ CMOS image sensor. The result is a best-ever anti-shake performance that is up to 13x more efficient than previous models (when both models are in the standard mode). It is effective at all zoom settings, from wide angle to telephoto.

The HDR-PJ760VE also features a built-in projector that is built directly into the camcorder's flip-out LCD panel. With its upgraded brightness and focus, the projector enables up to 100 inch scale projection.

Handycam® does not just capture amazing Full HD video and stills – it also sounds better than ever. Powered by a new Advanced Sound Processor, it automatically detects troublesome wind noise when shooting outdoors and uses a sophisticated algorithm to intelligently reduce wind noise, especially low- and mid-range frequencies that interfere with speech clarity. Human voices sound better as well. Closer Voice™ uses Face Detection to recognise people in the scene and advanced audio processing boosts microphone directionality, optimises speech and reduces background noise for clearer, sharper dialogue.

Introduced in the Sony Cyber-shot™ series last year, 'By Pixel Super Resolution' analyses neighbouring pixels, detecting patterns that are matched against the camera's image database. The new HDR-PJ760VE uses this extra information to produce extremely high-resolution still photos up to 24.1 effective megapixel, packed with detail.

## Smaller, More Powerful Full HD 3D Handycam



The world's smallest 3D Handycam® HDR-TD20VE

Following the launch of the world's first 'Double Full HD' 3D consumer camcorder in 2011, the new compact HDR-TD20VE is around 66% the size of its predecessor. A matched stereoscopic G Lens pair with 10x optical zoom (12x extended zoom in 3D and 17x extended zoom in 2D) is teamed with dual Exmor R™ CMOS sensors and dual BIONZ image processors.

This dual recording system captures 3D video in 1920x1080 Full HD to enjoy on your 3D TV with active shutter glasses. Shots can also be viewed on the 8.8cm (3.5-inch) Xtra Fine 3D touchscreen LCD without the need to use glasses. New AUTO 3D depth adjustment ensures more natural, comfortable 3D viewing. The distance between each camcorder lens has also been optimised to create an even more realistic stereoscopic effect. 3D close-ups are now even closer: minimum camera-to-subject distance is now 30cm, compared with the previous model's 80cm.

Other HDR-TD20VE features shared with selected 2D Handycam® models include iAUTO with Auto Wind Noise Reduction; geotagging with GPS; versatile Manual controls; and a built-in USB cable for easy file transfers and quick charging from your PC.

### **New camcorder accessories**



RDP-CA1 Portable Speaker

Enhancing the Handycam® mobile theatre experience is the new RDP-CA1 Portable Speaker that clips directly onto latest Handycam® projector models via an Active Interface Shoe, delivering clear, 360-degree sound that can be heard by everyone in the room.



HVL-LE1 Battery Video Light

The new HVL-LE1 is a versatile LED adopted Battery Video Light for advanced image creation. The video light can accommodate variable lighting angles, vertical or horizontal, and brightness as well as a colour conversion filter and diffuser. Illuminating the scene with an array of 60 super luminosity LEDs, the HVL-LE1 attaches to the accessory shoe of your Handycam® NEX-VG

Series (with E-mount lens) or  $\alpha$  camera (with A-mount lens). It can be powered by infoLITHIUM V series or M series rechargeable batteries, as well as regular Ni-MH AA or alkaline AA batteries.



VCT-MP1 'Multipod'

In addition, the VCT-MP1 'Multipod' is versatile '4-way' support solution that includes an adjustable monopod, mini tripod, support stand and support case, ideal for stabilising your camcorder or camera, even in active shooting situations.

### **22MB/s SDHC Class 10 media cards – ideal for Handycam® 3D**

A perfect match for Handycam®, the SDHC Class 10 cards are available in capacities of up to 32GB. The cards are recommended for use with advanced features on all of their devices such as continuous shooting of stills, 3D capture and HD video.

Using a 32GB capacity SDHC Class 10 card, a HD camcorder user can record approximately 12 hours of HD video in 5mbps setting. With 22-megabytes-per-second transfer rate<sup>3</sup>, the SDHC Class 10 cards are ideal for shooting large-sized HD video, which requires quick transfer speeds and flawless data capture. The cards' updated speed effortlessly meets the requirements of shooting Full HD and 3D video with the new Handycam® range.

In a world first<sup>4</sup> by Sony, File Rescue software now allows recovery of accidentally deleted or

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<sup>3</sup> Up to 22MB/s transfer speed; write speed lower. Based on Sony internal testing. Transfer speeds vary and are dependent on host device.

<sup>4</sup> As of November 1<sup>st</sup>, 2011

damaged 3D movies and photos as well as 2D image files. File Rescue software is available as a free download for registered card owners.

The two new Handycam® camcorders by Sony will be available in Asia Pacific from March 2012.

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## Specifications Sheet

<b>HDR-TD20VE Double Full HD 3D Flash Memory camcorder</b>	<ul style="list-style-type: none"> <li>• Up to 4hr Full HD 3D on 64GB memory</li> <li>• Dual 1/3.91 type Exmor R™ CMOS Sensor and dual BIONZ processor</li> <li>• Dual G Lens with 10x optical zoom; 12x extended zoom (3D) / 17x extended zoom (2D); 33.4mm wide angle (3D) / 29.8mm (2D)</li> <li>• Optical SteadyShot with Active Mode</li> <li>• Up to 20.4 effective megapixel still photo (2D only)</li> <li>• 5.1ch surround sound with Auto Wind Noise Reduction and Closer Voice</li> <li>• 8.8cm/3.5" wide Xtra Fine 3D LCD touchscreen</li> <li>• Stereo speaker with S-Master Amplifier technology</li> <li>• Connect and quick charge with built-in USB cable</li> <li>• GPS with detailed mapping</li> </ul>
<b>HDR-PJ760VE Full HD Flash Memory camcorder</b>	<ul style="list-style-type: none"> <li>• Built-in projector</li> <li>• Records Full HD (1920x1080) in PS, FX and FH mode</li> <li>• 11h maximum HD recording time in LP mode (1440x1080)</li> <li>• 25p progressive recording mode with CinemaTone Gamma™ and CinemaTone Color™</li> <li>• 1/2.88 type Exmor R™ CMOS Sensor and BIONZ processor</li> <li>• Carl Zeiss lens with 10x optical zoom, 17x extended zoom and 26mm wide angle</li> <li>• Balanced Optical SteadyShot <b>with Active Mode</b></li> <li>• Up to 24.1 effective megapixel still photo</li> <li>• 5.1ch surround sound with Auto Wind Noise Reduction and Closer Voice</li> <li>• 7.5cm/3" wide Xtra Fine LCD and electronic viewfinder</li> <li>• Stereo speaker with S-Master Amplifier technology</li> <li>• Manual controls (inc. zebra/peaking display and expanded focus view)</li> <li>• Connect and quick charge with built-in USB cable</li> <li>• GPS with detailed mapping</li> </ul>