



## Press Release

### **New Sony Digital HD Videocassette Recorders Offer Powerful Solutions for True 1080i Video Productions**

**Hong Kong, July 21, 2006** – Sony Corporation of Hong Kong Limited today introduced two new digital HD videocassette recorders, the HVR-M25P and HVR-M15P, which are capable of recording and playing back videos of HDV1080i, providing professional videographers with a highly powerful and convenient solution for HDV productions.

Both the HVR-M25P and HVR-M15P incorporate HDV1080i, DVCAM™ and DV SP recording and playback capabilities, providing full flexibility to record and play back in either high definition or standard definition depending on users' needs. This enables users to easily migrate from standard- to high-definition production. Both models have a dual-size cassette mechanism to accept mini-sized and standard-sized HDV / DVCAM / DV cassette tapes. Standard-sized cassette tapes such as Sony's DigitalMaster™ professional videotape provide extended recording time of up to 276 minutes of HDV recording.

For unparalleled production flexibility, the HVR-M25P and HVR-M15P have a down-conversion function from high definition to standard definition and are switchable between 50 and 60Hz (PAL/NTSC). Other common features of the two models include the ability to copy external time codes through the "HDV/DV in TC" feature and a range of connectivity options including the i.LINK (IEEE1394) digital interface, component output, S-Video I/O, composite I/O, and analog audio I/O.

To further enhance user convenience, the HVR-M25P adds a Clear Photo LCD Plus 2.7-inch wide screen display (211K dots) and an HDMI output that is widely used on consumer electronics devices such as television sets for a large screen viewing. Editing is made easier with Edge Crop adjustment, which helps operators adjust edge crop areas manually while down converting. The HVR-M25P also has the Auto Repeat/Custom Repeat feature and 1080i to 480p and 576p conversion capabilities via analog component. The compact HVR-M15P features a small footprint and can be placed either horizontally or vertically.

To provide a convenient one-stop package for professional videographers, Sony also offers professional HDV camcorders, the HVR-Z1P, and the smaller and more affordable HVR-A1P, both are compatible with HDV1080i in video production. Both professional HDV camcorders feature 2-channel Audio XLR inputs, preset time code, wide-screen Hybrid LCD monitor and the ability to record and playback in HDV, DVCAM™ and DV formats. Like the digital HD videocassette recorders, the HDV camcorders offer on-board down conversion

capability to greatly enhance the production flexibility, providing users with the best production solution.

The digital HD videocassette recorders HVR-M25P and HVR-M15P are now available with the listed price of HK\$32,370 and HK\$20,880 respectively. For customer enquiries, please contact Sony product enquiry hotline at (852) 2909-1865.

### **About Hong Kong Marketing Company**

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit its web site on [www.sony.com.hk](http://www.sony.com.hk).

**Specifications of Sony HD videocassette recorders HVR-M25P & HVR-M15P are as below:**

<b>MODEL</b>		<b>HVR-M25P</b>	<b>HVR-M15P</b>
<b>RECORDING/ PLAYBACK PERFORMANCE</b>			
Recording format		1080/60i, 1080/50i, 480/60i (NTSC), 576/50i (PAL)	
Playout/ down conversion format		1080/60i, 1080/50i, 480/60i (NTSC), 576/50i (PAL), 480/60P, 576/50P, 720/60P, 720/50P	1080/60i, 1080/50i, 480/60i (NTSC), 576/50i (PAL), 480/60P, 576/50P
Tape speed	HDV/ DV SP	Max. 18.812mm/s	
	DVCAM	Max. 28.218mm/s	
Playback/ recording time	HDV/ DV SP	Max. 276 min with PHDV-276DM cassette	
		Max. 63 min with PHDVM-63DM cassette	
	DVCAM	Max. 184 min with PHDV-276DM cassette	
		Max. 41 min with PHDVM-63DM cassette	
Fast forward/ rewind time		Approx. 2 min with PHDV-276DM cassette	
<b>INPUT/ OUTPUT CONNECTORS/ DEVICES</b>			
Video input/ output		BNC x 2	RCA pin x 2
S-video input/ output		Mini-DIN 4-pin x 2	
Component video output		BNC x 3 Pr/Pb (Cr/Cb)	RCA pin x 3 Pr/Pb (Cr/Cb)
i.LINK		4-pin	
HDMI output		19-pin (type A), video: 1080/60i, 1080/50i, 480/60i (NTSC), 576/50i(PAL), 720/60P, 720/50P, 480/60P 576/50P, audio: PCM 48kHz/16-bit	-
Phones		Stereo minijack (Φ3.5mm)	-
LANC		Stereo mini-minijack (Φ2.5mm)	
Control S		Stereo minijack (Φ3.5mm)	
Audio input		RCA pin x 2	RCA pin x 2
Audio output		RCA pin x 2	
LCD monitor		2.7-inch type, approx. 211,200 dots (960 x 220), Clear Photo LCD Plus	-
<b>GENERAL</b>			
Power requirements		AC100-240V, 50/60Hz	DC 8.4V
Power consumption		12W (playback mode with LCD monitor on)	8W (playback mode)
Supplied accessories		Remote commander x 1, power cord x 1, size AA batteries x 2, cleaning cassette x 1	Remote commander x 1, AC adaptor x 1, power cord x 1, stand x 1, size AA batteries x 2, cleaning cassette x 1
Dimensions		Approx. 212 x 98 x 390.3 mm	Approx. 180 x 72.8 x 267.1 mm
Weight		Approx. 4.3 kg	Approx. 2.3 kg