

**Sony HDV1080i Handycam HDR-HC1 Tops the List as the Industry's  
Smallest High Definition Camcorder**

*Latest 3 Mega Pixels CMOS Sensor and Enhanced Imaging Processor  
Deliver Vivid and High Resolution Recording*

**Hong Kong, June 23, 2005** — With the growing popularity and acceptance of High Definition (HD) technology, Sony's new HDV Handycam HDR-HC1 breaks new ground as the industry's smallest HDV camcorder. Packed with high-end features, this camcorder takes form and function to a new level with professional-quality HDV output in HDV1080i.

Weighing just 780g (with battery NP-FM50 attached) and measuring 71mm by 94mm by 188mm, the HDR-HC1 is perfect for videographers on the go. No longer will they have to carry around bulky camera equipment to take beautiful high definition videos.

**Brilliant & Unique Technology**

The HDR-HC1 is equipped with a 1/3-inch Primary Colour 3.0 Mega Pixels CMOS Sensor to produce high-quality image recording. Together with the Enhanced Imaging Processor that is specially developed for the CMOS Sensor, a wide dynamic range, high quality and rich tone image expression can be achieved in the video shooting. In addition, this powerful combination also utilizes low power consumption thanks to the overall compact size of the HDV camcorder.

Intended for the experienced camcorder user eager to shoot the sharpest video picture quality, the HDR-HC1 comes fitted with the high-precision Carl Zeiss Vario-Sonnar T\* lens, which uses an advanced optical multi-layer coating to reduce unwanted flaring and ghosting on the final image. Its 10x Optical Zoom and 120x Digital Zoom allows users to get closer to the subject.

The HDR-HC1 is also the first camcorder that allows users to take still images in HDV. While conventional camcorders allow its users to capture only VGA-quality still images during video recording, the HDR-HC1's advanced capture function allows users to take high quality 1.2 Mega Pixels still images while recording movies. In addition, users can also capture the same 1.2 Mega Pixels resolution still images during the playback of their movies. In Memory mode, 2.8 Mega Pixels still images can be recorded for even greater amount of detail and sharpness.

**HDV and DV Dual Compatibility**

Users of the HDR-HC1 have the choice of shooting in the master tape standard of HDV1080i (16:9 aspect ratio) or the Standard DV format (16:9 or 4:3 aspect ratio), allowing them greater autonomy when choosing the recording mode that best suits their audio-visual

environment. The HDV1080i format allows users to view the clearest, smoothest HD video images at a resolution of 1440 pixels x 1080 lines directly on a HD-compatible TV. Even for consumers with regular Standard Definition (SD) TVs, the high performance down conversion function of the HDR-HC1 automatically converts the recorded movies in HDV1080i to SD images to enable viewing on their TV sets.

### **Hear the Difference**

The front directional and stereo audio recording function has been greatly enhanced by the utilization of a 4-capsule microphone block and a newly designed circuit, enabling the HDR-HC1 to record clear, crisp and dramatic sound with reduced noise occurrences. What this means is that consumers get to experience and enjoy high quality sound coupled with high quality HDV videos in their own living rooms.

### **Enhanced Shooting Flexibility**

The HDR-HC1 comes with a broad palette of user-programmable settings that promises more flexibility during shooting. Functions like Tele Macro, Expanded Focus/Peaking, Shot Transition, Histogram Indicator and Soft Skin Tone provide users with a wide and creative platform to work from. To further enhance shooting flexibility and convenience, a host of optional accessories is supplied such as the high-grade wide conversion lens VCL-HG0737Y (with 0.7X zoom) and high-grade tele-conversion lens VCL-HG2037Y (with 2X zoom).

The HDR-HC1 supports an extensive range of editing software provided by software manufacturers for Windows users (such as Sony, Ulead and Canopus) and Macintosh users.

### **Order Now**

Pre-ordering of the HDR-HC1 runs from June 30 to July 11, 2005 at Sony Style web site: [www.sonystyle.com.hk](http://www.sonystyle.com.hk), Sony 24-hour tele-sales hotline at (852) 2345-2966 as well as Sony Style Hong Kong and Sony Shops. Customers will receive a quick charger AC-VQ50 (sells for HK\$700) and a battery NP-FM50 (sells for HK\$450).

Customers who place orders for the HDR-HC1 will enjoy special offers if they also purchase VAIO personal computer VGN-A49GP before August 15, 2005, including a VAIO wireless mouse PCGA-WMS5/S (sells for HK\$480), a Linksys wireless broadband router WRT54GC (sells for HK\$520) and the Sony HDV Shooting & Editing Workshop provided by Sony Style Studio.

For customer enquiries, please contact Sony 24-hour customer service hotline at (852) 2345-2966.

## Specifications of the HDR-HC1 are as below:

<b>General Information</b>	
Storage type	MiniDV
Recording Formats	HDV/DV Switchable
Dimensions (W x H x D) mm	71 x 94 x 188
Weight (without tape and battery) g	680g
Battery Type	NP-FM50, Continuous Recording Time: Approx. 85mins
<b>Handycam Technology</b>	
Optical Sensor	1/3" 3.0 Mega Pixels CMOS Sensor
Sensor resolution (max)	<ul style="list-style-type: none"> <li>▪ 16:9 MODE - Gross: Approx. 2,969K pixels; Effective (Still): Approx. 2,073K pixels; Effective (Movie): Approx. 1,983K pixels</li> <li>▪ 4:3 MODE - Gross: Approx. 2,969K pixels; Effective (Still): Approx. 2,764K pixels; Effective (Movie): Approx. 1,486K pixels</li> </ul>
Lens	Carl Zeiss Vario-Sonnar T* (Filter Diameter: 37mm)
Optical zoom	10x
Digital zoom	120x
Focal length	1.8 – 2.1
Minimum illumination (without Night shot)	7 lux
White balance	Auto/Outdoor/Indoor/ One-push
Image stabilization	Super SteadyShot
Other features	<ul style="list-style-type: none"> <li>▪ Tele Macro</li> <li>▪ Expanded Focus+Peaking</li> <li>▪ New Backlight</li> <li>▪ Shot Transition</li> <li>▪ Histogram Indicator</li> <li>▪ Soft Skin Tone</li> <li>▪ Cinema Effect</li> </ul>
<b>External Features</b>	
LCD screen	2.7" WIDE Hybrid LCD Monitor (123K) Touch panel function w/ Active Menu Start/Stop and Zoom Button on LCD frame
Connection (output)	Hi-Speed USB 2.0 i.LINK Multi-AV PictBridge
Flash unit mount	Built-in Flash Active Interface Shoe
Remote control	Yes
Viewfinder	123k Color View Finder
Still image format	JPEG
Audio	Built-in Front Directional and Stereo Microphone
Other features	Memory Stick Duo Slot