

## Hitachi launches 7<sup>th</sup> generation DVD Camcorders in Australia

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Releasing the World's first DVD CAM back in 2000, DVD has become the preferred camcorder format and Hitachi has delivered consistent improvements and enhanced functions in each generation.

Now in its seventh evolution, the Hitachi DVD CAM range has set new benchmarks with the quickest start up speed on the market and Multi-Format DVD support adds the ability to use all major 8cm DVDs.



### Flexibility and convenience

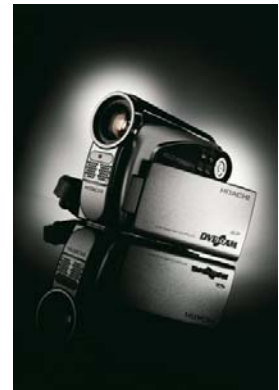
Combining ground-breaking technology with ease of use, Hitachi's new DVD CAMs mean there is no excuse for missing life's special moments like your child's first steps, the winning goal at a weekend soccer game or a once in a lifetime overseas holiday.

Offering the flexibility and convenience needed to capture magic moments, Hitachi is the only brand of camcorder that can use all major 8cm DVD formats including DVD-RAM, DVD-RW, DVD-R and +RW. As a result, you can purchase discs from a wide range of stores and record footage, take out the disc and play it in any compatible DVD player - a hassle free way to capture and view home movies.

### Quick to shoot function

Hitachi's 7th generation DVD CAMs also introduce a 'quick to shoot' setting so you don't miss capturing the moment. When a great shot comes along, Hitachi 6th Generation DVD CAMs are ready to go in one second flat from the new 'Sleep' mode, less time than that required by previous models and other brands.

"Start-up speed is very important. It can mean the difference between capturing or missing a magic moment which might not ever happen again," said Evan Manolis, Camcorder Specialist, Hitachi Australia Ltd. "By pushing the 'Sleep' mode button after starting the camcorder the 'quick to shoot' function allows Hitachi DVD camcorders to be turned on in approximately one second. This ensures you're always ready to capture memories you'll treasure for life."



An additional benefit of the 'Sleep' mode is that it reduces power consumption by 1/3 to 1/2 so you can operate the camcorder on one battery for longer periods of time.

### Unique photo capture mode

Capturing still pictures to immortalise precious memories and important events is also hassle free with Hitachi's unique Photo Capture mode. Simply select any desired scene on your DVD footage and create a photo of that image. The still images can be captured and stored on SD or MMC Memory cards for you to print.

## **No recording over footage anymore**

To avoid the misfortune of recording over footage, Hitachi DVD CAMs automatically locate and record directly to the empty parts of a DVD disc, giving users peace of mind when filming opportunities catch them by surprise.

## **On-board editing function: a worry-free experience**

Instant playback and on-board editing also ensures a worry-free experience. Both DVD CAM models in the Hitachi range offer basic on-board editing systems, allowing you to review, recut and reorganise scenes with basic transition options on-the-go. Without the need for a PC, the on-board editing function makes the DVD CAM faster and easier to use.

Taking it a step further, the USB2.0 connection video can be simply uploaded to a PC and edited with the bundled software, which now supports both Windows and Mac, a great plus to designers. This allows you to create home movies worthy of showcasing to friends and family.

Hitachi is releasing two new models of the 7<sup>th</sup> Generation DVD CAMs offering a high-quality camcorder choice for every budget and which suit the needs of every user. "We invented the DVD Camcorder and now we've significantly improved the latest generation. Our latest DVD CAM is faster and smarter, is compact in size, has a sleek design and delivers the features you need to capture your best memories ever," said Mr Manolis.

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## **Hitachi Australia Ltd**

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## Specifications

### At a glance

#### DZ-GX5100SW RRP: \$824

- 1.3 Megapixel CCD
- 15 x Optical Zoom
- 800 x Digital Zoom
- USB 2.0 High Speed
- Dimensions: (WxHxD) 61 x 87 x 125mm
- Weight (with no battery): 420g



#### DZ-GX5060SW RRP: \$609

- 800K CCD
- 30 x Optical Zoom
- 1500 x Digital Zoom
- USB 2.0 High Speed
- Dimensions: (WxHxD) 63 x 91 x 132mm
- Weight (with no battery): 420g



### General

- Multi-Format - records on all major 8cm DVD formats (DVD-RAM, DVD-RW, DVD-R and +RW)
- 'Quick to shoot' – one second start up from 'Sleep' mode
- Video to photo capture mode
- Full auto button – allows you to fully automate specific camera features
- Trigger button for still images
- 16:9 Wide Mode – film widescreen footage without loss of quality for display on the latest widescreen TVs
- SD/MMC Memory Card Slot
- 0.2" Colour viewfinder
- E.I.S. (Electronic Image Stabiliser)
- Record movies (MPEG2 DVD) and still photos (JPEG to DVD RAM or SD/MMC Memory Card)
- XTRA mode VBR (Variable Bit Rate) recording
- On-camera editing available with DVD RAM or DVD RW (VR-Mode)
- Disc navigation and play list (12 scenes per page)
- AV Output