

## Hitachi launches World's First Blu-Ray Disc Camcorders to transform home movies into full high definition masterpieces

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Officially announced on the 2<sup>nd</sup> of August in Japan, Hitachi will give home movies the Hollywood treatment with the launch of its two Blu-ray disc camcorders, the world's first camcorders to store home movies in 1920x1080 Full HD on Blu-ray disc media and the world's first to provide a truly end-to-end Full HD solution from capture, storage to output. The result? Captured memories that have the same intensity, clarity and emotion as the moment they occurred - a totally unsurpassed audio visual experience, offering viewers the next best thing to reality itself.

HYBRID CAMCORDER  
**BD HDD**



Both camcorders will be available in stores across Australia from November 2007 and will be equipped with an 8cm Blu-ray disc drive for Full HD 1920x1080 recording, the world's highest resolution 5.3 megapixel CMOS sensor, Hybrid Blu-ray disc + HDD technology, Picture Master Full HD processing and HDMI connectivity. In summary, capture, storage and output of movies will be in a totally unique end-to-end Full HD process.

Blu-ray disc will allow playback in the maximum possible Full HD resolution in today's growing base of Blu-ray compatible devices so now users can 'supersize' their films onto the largest HD capable flat screens whilst retaining the kind of viewing quality normally reserved for the latest movie releases.

For those who don't have access to a Blu-ray disc player, Blu-ray disc games console or Blu-ray compatible PC drive but still want the Full HD 1920x1080 experience, the new camcorders offer HDMI connectivity so that footage can be output direct from the camera to a wide range of HD Ready TV's that feature an HDMI port.



The Hitachi BD70 offers a single Blu-ray disc and Multiformat+ DVD burner drive capable of storing up to one hour of Full HD 1920x1080 footage, while the BD7H a Hybrid Blu-ray disc + hard disk drive camcorder features a 30GB hard disk drive as well as an 8cm Blu-ray disc and Multiformat+ DVD burner drive. Both models utilise 8cm mini Blu-ray discs or 8cm DVD-RAM, RW, R and +RW media making them compatible with both the new benchmark in Full HD optical disc media, Blu-ray disc, and backwardly compatible with the most popular and less expensive 8cm DVD formats.

### Full High Definition will become a "must have"

Full High Definition (HD) TV sales are increasing rapidly in Australia. Since its mainstream release in late 2006, Full HD TV sales have grown to nearly 10,000 units per month and the rise is set to continue exponentially over the coming months with the release of affordable Full HD plasma screens in the 42 inch and above sizes. As an example of Full HD's potential, the core 40-42 inch LCD TV segment is already more than 30% Full HD by quantity.

“With the explosion of affordable large screen High Definition (HD) TV’s, consumers have come to realise the limitations of the Standard Definition video recorded on DVD and home camcorder movies. To many people, even the crisp clear images of HD broadcast started to look a little fragmented when viewed on a screen of 50 inches. Then in late 2006, flat panel displays took another exciting leap forward with the introduction of Full HD” said Mark Lawson, Hitachi Product Specialist, Visual.

“Until now, Full HD content has only been available on Hollywood movies recorded to Blu Ray disc, but with the release of Hitachi’s new Blu Ray camcorders, consumers can now make home movies with the same astounding detail and colour as the professionals enjoy”, adds Mark Lawson.

### **Hybrid Blu-ray disc + HDD technology - HD Movies without a PC**

For those looking for the ultimate in quality, convenience and versatility, the BD7H Hybrid Blu-ray disc + HDD camcorder can capture and store 4 hours of HD quality recording on its internal HDD. Raw footage can be edited into finished films on board the camera, before burning multiple Blu-ray discs at the touch of one button – all without having to hook up to a PC or other output device.

Not only does this eliminate the time and effort associated with connecting and transferring files to PC but disc burning time is faster too. The BD7H uses Hitachi’s MPEG 4 AVC/H.264 compression to copy Full HD files to Blu-ray disc at a rapid rate. This Hybrid Blu-ray disc + HDD technology makes the BD7H ideal for creating multiple copies of Full HD Blu-ray discs to share quickly and easily with family and friends.

### **Compatible today and tomorrow**

When recording time and not necessarily high definition quality is a greater priority, the cameras can also be set to record in standard (HS) quality mode. This provides up to 2 hours of recording time on the BD70 and 8 hours on the BD7H’s integrated hard disk drive.

As well as recording to Blu-ray disc, both the camcorders are Multiformat+ compatible and, like other Hitachi camcorders, can record to a range of the most popular 8cm DVD media including DVD-RAM, DVD-RW, DVD-R and +RW discs. Users can choose to save standard footage direct to traditional DVD for lower cost sharing and convenient playback on standard DVD devices.

Mark Lawson, Product Specialist, Visual, said “Even if users don’t have the capability to view Full HD 1920x1080 on their TV at the moment, by capturing and saving their high definition footage to Blu-ray disc on the camera itself, they can be sure their memories are stored in the highest possible resolution for viewing in the future if they decide to upgrade their equipment.”

The camcorders use compact 8cm Blu-ray discs, in either 7.5GB or 15GB double sided; recordable (BD-R) or re-writable (BD-RE) formats available from leading digital media manufacturers such as Maxell.

- Ends -

## Hitachi Blu-ray Disc Camcorders Fact Sheet

### Hitachi Blu-ray disc drive

Blu-ray disc drive with Multiformat+ DVD compatibility. Uses high capacity Blu-ray disc - the new benchmark optical disc media for HD home movie footage. Can also store movies in standard quality onto most popular and widely available DVD formats including DVD-RAM, DVD-RW, DVD-R & +RW\*.

\*PAL model only

Blu-ray disc offers up to one hour of recording in Full HD 1920x1080.

### An end-to-end Full HD Process

Capture: 2M 1920 x 1080 Full HD  
Recording and Saving: 1920 x 1080 Full HD\*  
Output: HDMI 1920 x 1080 Full HD  
\*on HX mode

### Hybrid Blu-ray disc + HDD

High capacity 30GB hard disk drive offers increased recording time required by HD format. Allows you to perform on-board editing before burning in high definition to Blu-ray disc or in standard mode to traditional DVD media.

Offers 4 hours storage in HD mode and 8 hours in standard mode.

Finished movies can be burned to Blu-ray disc or DVD without a PC or additional external hardware. Users can choose either Full Footage Automatic dubbing mode for burning the entire contents of the HDD to DVD or Manual Footage dubbing mode for burning individually selected scenes.

### 5.3 Megapixel CMOS Sensor

Worlds highest resolution 5.3 Megapixel CMOS image sensor

### Hitachi Picture Master HD processor

24-bit colour recognition engine delivers 68 billion truer-to-life colours and 3D colour management system produces realistic depth and texture. Twin dynamic enhancer gives superior reproduction of shiny and glossy surfaces. Digital Noise Reduction creates a cleaner, sharper image.

### HDMI connectivity

The camcorders' integrated HDMI port allows direct connection to HD TVs for instant High Definition playback without a Blu-ray disc player

### 1-Second Quick Start

A unique Hitachi feature that ensures the camcorder is operational almost instantly so moments are seldom missed.

<b>Photo Capture from disc/HDD</b>	Hitachi camcorders allow users to capture and share their favourite movie moments as digital still photos from disc or hard disk as still images.
<b>SD Card Slot</b>	Allows digital still photos to be saved directly to an SD card for easy processing.
<b>USB 2.0 Connectivity</b>	For fast and convenient file transfers to PC
<b>True 16:9 Widescreen support</b>	Ensures compatibility with modern widescreen TVs and flat panel displays for perfect playback at home without any loss or cropping of images.
<b>Zoom Lens</b>	10x optical zoom
<b>Display Screen</b>	HD capable viewing panel Size: 2.7" 16:9 widescreen
<b>Maximum Recording Time</b>	<b>BD7H Hybrid Blu-ray disc + hard disk drive camcorder</b> Full HD mode (HX): 4hrs on HDD plus 1hr on Blu-ray disc Standard mode (HS): 8hrs on HDD, plus 2hrs on Blu-ray disc  <b>BD70 Blu-ray disc camcorder</b> Full HD Mode (HX): 1hr on Blu-ray disc Standard mode (HS): 2hrs on Blu-ray disc
<b>Dimensions (mm)</b>	BD7H (80x87x165mm) BD70 (77x87x165mm)
<b>Weights (g)</b>	BD7H 630g BD70 575g

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