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NEW DVD CAMCORDERS FROM HITACHI ADD DVD-R FOR PLAYBACK ON DOMESTIC DVD PLAYERS

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With DVD now firmly established as a star product in both the consumer electronics and PC sectors Hitachi is now broadening the appeal of its Emmy-award winning DVD camcorder concept with the launch of three new models, all of which offer DVD-R recording compatibility.

DVD-R format discs can be played back in the vast majority of existing home DVD players so buyers of the new Hitachi models – designated the DZ-MV200E, DZ-MV230E and the DZ-MV270E – will no longer have to rely on the camcorder as a domestic playback device. "Our new DVD camcorders will change the way consumers record, edit and play back their video recordings," says Hitachi's Roland Fritsch.

The new range of DVD camcorders represent a unique 'convergence' bridge between the AV and PC environments and will offer users the best of both worlds. A DVD-R is a write-once disc that holds 30-minutes of high quality DVD video (single-sided) and can be played back in DVD players and DVD-ROM drives. Now it's possible to use DVD-RAM as the initial rewritable recording medium in your Hitachi camcorder, edit your footage in your PC (either using a USB computer connection plus Hitachi's optional PC editing software, or via a PC DVD-RAM/DVD-ROM drive) and then "burn" back onto DVD-R - via the camcorder - for maximum compatibility.

And because Hitachi's DVD camcorders use versatile MPEG2 video compression technology users can also select between extended recording time or increased recording quality where the DVD-RAM discs are concerned. They hold a minimum of 40-minutes of the highest quality DVD video (20 min/side), one hour of high quality DVD video (30 min/side) or two hours of standard quality video. As mentioned above there are three new DVD camcorders ... key features are as follows:

Hitachi DZ-MV200E

- Multi-disc format compatibility (DVD-RAM/R)
- Flexible Video Recording Mode (Fine in Standard Quality)
- Can record 1,998 JPEG still images at 1024 x 768 on DVD-RAM discs
- 12x lens (240x digital zoom),
- 800k pixel CCD
- EIS (Electronic Image Stabiliser)
- 2.5-inch LCD screen
- PC Terminal for USB 1.1.
- Intelligent shoe for optional flash

- Li-ion battery
- Remote control

Hitachi DZ-MV230E

As for DZ-MV200E but with:

- 1/4-inch 1.1 mega pixel CCD for higher resolution images
- Can record 1,998 JPEG stills at a resolution of 1280 x 960 on DVD-RAM discs
- Variable bit rate recording for Extra fine picture quality

Hitachi DZ-MV270E

As for DZ-MV230E but with:

- Three in one concept, DVD Camcorder, DVD Recorder & DVD Burner all functions combined
- Larger 3.5-inch LCD screen
- Colour Viewfinder
- Audio & Video input
- PC Terminal for USB 2.0 provides users with a transfer rate that is up to three times faster than USB 1.1.
- PC Connection Kit

The DZ-MV200E and DZ-MV230E will be available in April 2002 while DZ-MV270E will be available in July 2002.

Notes to Editors

So what are the advantages of a DVD camcorder?

"The DVD format is an exceptional choice for high quality video recording," says Hitachi's Roland Fritsch. "It offers all of the ease of use benefits associated with disc-based recording and a long-term durability that tape-based formats just can't match," he adds.

Advantage number one is reliability - no more clogged recording heads and damaged tapes - but longevity is significantly better too. The disc boasts a life span of up to 30 years say the disc's manufacturer and it's possible to re-record up to 100,000 times on DVD-RAM without any degradation or dropout.

And then there's instant access. The disc works in a similar way to a computer hard drive and apart from recording the incoming signal from the camera it also creates a table of contents so the camera always knows exactly where everything is on the disc.

DVD-RAM offers the same capability when selecting still images. Additionally and since the camcorders only write to empty areas on the disc, there is no danger of accidentally erasing any scene.

And like a computer it will write to whatever space is available on the disc. If several short clips have been deleted in different parts of the disc the camcorder can write a continuous stream to any available space without stopping.