JVC

NEWS RELEASE

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JVC GC-QX3 OFFERS HIGHEST MEGAPIXEL CCD AVAILABLE

FIRST TO BRING 3.3 MEGAPIXEL CAMERA TO MARKET

Las Vegas, NV (February 3-6, 2000) - JVC Company of America will be first to market with a 3.3 Megapixel CCD digital still camera, offering the highest image resolution available in a consumer model. The GC-QX3 digital still camera will be available in stores this February.

JVC's GC-QX3 delivers remarkably sharp, color-rich images in a fun, easy-to-use package packed with professional-style features that makes taking pictures with this camera a thrill. Designed for rapid readiness, this digital still camera also produces moving video e-mail, creates a multiple layer collage, and has high storage capacity on a small, high-speed Smart Media card.

Harry Elias, Executive Vice President and Chief Operating Officer of JVC called the launch of the GC-QX3 proof of JVC's ongoing technical strength in the marketplace. "The JVC name has always been synonymous with innovation, and the GC-QX3 is certainly deserving of recognition for its extraordinary array of features and superior picture quality. JVC is pleased to be the first manufacturer to bring a digital still camera of this caliber to the market."

Superior Color Accuracy

Engineered to be the best consumer digital still camera, the GC-QX3 offers the highest Megapixel CCD available, plus superb color accuracy via a Bayer Array RGB filter. This high performance filter controls color accuracy, signal-to-noise ratio and broad luminance dynamic range for extraordinarily bright, colors.

Thanks to the GC-QX3's high-performance **Megapixel Pro-Still** mode, even beginners can achieve professional-grade photos. The GC-QX3 uses advanced pixel shifting technology to maximize the CCD's potential, delivering a high color resolution equivalent to 6 million pixels. Via precision optics and electronic circuitry, the image is double-exposed and simultaneously shifted up one pixel. As a result of this pixel shifting method, 100% of the green pixel information is acquired - not mathematically interpolated. This unique line-doubling method eliminates interpolation in the vertical direction, and half of the interpolation in the horizontal direction. Because more image date is acquired - not

interpolated -- the GC-QX3 provides superior color accuracy over those cameras which rely solely on interpolation and results in even greater color accuracy.

Noise Reduction Pro-Still

The multiple CCD exposure of JVC's **Noise Reduction Pro-Still** mode also allows the GC-QX3 camera to eliminate noise and raise the signal-to-noise ratio by 18dB. Since multiple exposures are taken from the CCD, the camera is able to stack the images and determine which parts of the data are random noise and which parts are true components of the image. The random noise components are then cancelled out. This ability to electronically eliminate noise artifacts effectively raises the signal-to-noise ratio and improves the picture quality.

Dynamic Range Pro-Still

The last of JVC's image optimizing threesome is **DR Pro-Still,** which stacks the data captured by two exposure levels (one bright and one dark) to accurately reproduce all areas of the picture, from bright to dark, with the same effect as having tripled the dynamic range. Because multiple exposures of the same image are used, all of the Pro-Still modes are intended to be used for tripod shooting on still objects.

Have More Fun Faster with "Quick Response"

JVC's incredible speed between functions lets you achieve maximum performance with minimum wait. No more standing around, waiting for the camera to power up. "Once you've decided to use the camera to capture an image, you don't want to have to wait for the camera to 'warm up'," said Rob Payesko, JVC's National Product Specialist for the Consumer Video Division. "It takes less than three seconds from power-up to standby with this new camera, so you're always ready to capture the moment."

Megapixel cameras can be sluggish. But, the GC-QX3 requires less than one second between shots - which is up to 8 times faster than models currently on the market (at full image size), so you'll never miss a once-in-a-lifetime shot because your camera wasn't ready.

Finally, it switches from Shooting Mode to Image Playback in less than 1 second - which is approximately three times faster than typical 2 megapixel models. Now you can review your pictures on the LCD screen swiftly, so you know instantly if you've got the picture you wanted. No more annoying "acquiring image" messages.

Professional-Grade Features

The JVC GC-QX3 uses a 2.3x optical/7:1 max digital zoom with glass aspherical lenses so even far-away shots are crisp and detailed. It has a built-in auto flash with red-eye reduction which makes images look better in any lighting environment. And, the bright two-inch 200,000 pixel TFT polycrystalline silicon color LCD screen samples and displays a new image from the CCD every 1/30th of a second.

The camera has aperture-priority AE and program AE. It offers both automatic and manual settings with four ISO levels (80, 200, 400 and 800). Beautiful to look at and simple to use, the GC-QX3 boasts an ergonomic design in an elegantly styled package with a brushed aluminum front and graphite-reinforced polymer back.

20-Second Moving Video Clip

One of the special features of the GC-QX3 is its ability to record a 20-second video clip. It stores this information as a JVC Video Player file. This JVC-developed unique "e-mail friendly" format allows video to move in ultra-small files (200 kB that transfers in 20 seconds). Now you can quickly upload and download pictures and transfer files to friends without jamming their harddrive. Special playback software included with the camera comes in a small enough file (400kB) to attach to the video clip (200kB) for a total video/software package of 600kB, so you can now easily send *moving images* anywhere in the world, via the Internet.

During image capture, users can choose from three selectable image sizes: 2032 X 1536 (QXGA class), 1024 X 768 (XGA), and 640 X 480 (VGA). The larger size works well for prints and the smaller for e-mail.

"This is the one digital still camera the market's been waiting for," explained Jerry Barbera, General Manager, Consumer Video Division, JVC. "The GC-QX3 was designed to respond to all the feedback we've received from the industry and consumers. The GC-QX3 is packed with state-of-the-art features but with the comfort and familiarity of film cameras, so its easy to use and incredibly versatile."

Create a Digital Scrapbook

Another special effect that the GC-QX3 offers is Multiple Layer Collage. This sophisticated function lets you mask and layer images without the need for a PC and additional software! Shoot a background such as a landscape. Shoot another image, such as a person, on a solid light-color background. The GC-QX3 gives you the creative freedom to superimpose the two images, and add unlimited new elements to the image. Because the GC-QX3 stores all images on an 8 MB SmartMedia removable storage card, it's easy and fun to make your own digital scrapbook.

Simple, Rapid Image Transfer

Images are transferred from the camera to the PC through a high-speed Universal Serial Bus (USB) connection or directly from the SmartMedia card to the PC via an optional "Flash Path" floppy adapter or card reader. There is an exclusive high-speed interface on the camera that connects to the optional JVC GV-SP2 printer for frameless 4 X 6 prints.

Availability

The JVC GC-QX3 will be available in February. The camera will have a nationally advertised value of $1,099.

JVC is a global leader in the development and manufacturing of innovative audio and video hardware, as well as related software products. For additional information on JVC's GC-QX3 Digital Still Camera or any other Video product, please contact Barbara Brown of R&J at (973) 331-1070, Nancy Fleming Bird of JVC at (973) 315-5113, or Rob Payesko of JVC at 800-526-5308, or visit JVC's web site at www.jvc.com.

Specifications: GC-QX3

Lens	Optical 2.3x zoom lens, f -= 7.5 - 17.5mm
Manual aperture setting	F = 2.8(wide)/3.8(tele), 5.6, 8, 11
Imaging device	1/1.8" CCD (3,338,400 pixels)
Still image size (pixels)	2032 x 1536 (QXGA class), 1024 x 768 (XGA), 640 x 480 (VGA)
Still image file format	DCF (TIFF/JPEG) / DPOF supported
Video image format	JVC original
LCD monitor	2" TFT (200k pixels)
Interfaces	SmartMedia™ (3.3V) USB terminalUVideo output Exclusive printer connector (for GV-SP2)
Power supply	DC 5 V (AC power adapter) DC 3.6 V (lithium-ion battery)
Dimensions (W x H x D)	108 x 64 x 57mm (4-5/16" x 2-9/16" x 2-1/4")
Weight (excl. batteries)	approx. 300g (0.67 lb) incl. battery and SmartMedia™

SmartMedia Storage Capacity (8 MB)

Size Mode	Non-compression	Fine mode	Standard mode
2032 x 1536 (QXGA class)	0	8	10
1024 x 768 (XGA)	3	32	43
640 x 480 (VGA)	9	65	87

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