DVCAM — Product Sales Guide

What is "DVCAM"

- Sony's professional version of DV introduced in 1996.

- One of the best selling professional video acquisition formats ever produced.

- Superior to the analog BetaCam SP format in virtually every category

- DVCAM is an intra-frame coded 4:1:1, 8 bit digital format

- A full range of products that includes camcorders, VTRs, Disk Recorders and Tape media.

- DVCAM offers CD quality uncompressed audio at 48KHz / 16 bit (stereo) and 32KHz / 12 bit (4 track) sample rates

Products Covered in this Guide

DVCAM GUIDE ISSUE: 2006-2

Sony: Creator of the DVCAM format

When Sony introduced the DVCAM format in 1996, it quickly became the largest selling video format in the company's history. Based on the highly popular worldwide standard consumer DV system, but with wider tracks and higher tape speed for better performance in professional applications, it revolutionized the industry by offering digital quality at very affordable prices. Starin has assembled this guide to help you understand the full range of products and capabilities included in DVCAM. As your Sony Supply Partner, we are committed to being your best source for information on all Sony products, and to providing you every tool you need to be successful

Why Buy the DVCAM format?

DVCAM has become a standard for high-performance, low cost video acquisition world-wide. Using the same transport stream format and data rate as consumer DV and the easy connectivity of iLink, (or IEEE1394), this equipment is compatible with virtually every non-linear editing system in use today. Sony's professional enhancements to DV include a more robust track structure, better audio capability, SMPTE Timecode and more. DVCAM also uses Metal Evaporated Tape which offers superior dropout performance and 30+ year archival capability

Why Buy a Sony DVCAM Camcorder?

Take a look at the three main advantages that Sony offers over other brands.

Wide range of products —There is something in the DVCAM product line specifically designed for everyone from event videographers to news cameramen to independent film shooters.

Sony Camera Technology — Sony's long history in imaging technology, image processing, video encoding and tape transport design make DVCAM one of the most respected, and used, video formats in the world.

Long Recording Times — Sony's Metal Evaporated Tape technology allows for thinner, more stable tape and maximum recording times of 184 minutes on a Standard Size DVCAM cassette.

Starin has setup a dealer (password protected) online resource for you to access up-to-date product information and pricing: www.SonyPro.us. Signon today!

Sony DVCAM At-A-Glance

Cameras (Acquisition Componets)

DSR-PD170
Compact Camcorder
• 1/3" 3CCD
• 12x lens
• Mini cassette size only
List $3,940 MAP $3,546

DSR-250
Full size Camcorder
• 1/3" 3CCD
• 12x lens
• Dual cassette size List $4,619.00

DSR400K
Full Size Camcorder
• 2/3" 3CCD
• 17x lens
• Interchangeable Lenses
List $12,690.00

DSR400L
(Version without lens)
List $10,800.00

DSR-450WSL
High performance Full Size
Camcorder
• Native 16:9 2/3" 3CCD
• 16:9 or 4:3 acquisition
• 24PsF and 30PsF progressive modes
List: $15,000.00
MAP: $13,900.00

DXC-D50
• 3-2/3" PowerHAD CCDs
• Interchangeable Lens
• Multicore or Triax Camera
  Adapters

DXCD50H
 List: $9,383, MAP: $8,444
DXCD50L
 List: $10,752, MAP: $9,667
DXCD50WSH
 List: $11,841, MAP: $10,657

Recorders

DSR-45A - Compact VTR
Analog I/O, 4 Ch audio I/O, Built-in 2.5" monitor, List $4,740

DSR-50 - Portable Field Recorder. Battery Operation, Built-in 2.5" Monitor, Analog I/O
List $6,050

DSR-1500A - Master Series
Editing Recorder. Half-rack,
DVCPRO25 playback, 3 size
cassette.
List $ 6,245

DSR-1600A - Master Series
Editing Player. Full-size, Jog
Dial, Digital Slow Speed -0.5
to +0.5, List $6,770

DSR-1800A - Master Series
Editing Recorder, Pre-read
function, Jog Dial, Digital
Slow Speed. List $9,672

DSR-2000A - Master Series
Editing Recorder
• -1 to +1 Digital Slow Speed
• Pre-read
• DV(LP) playback
• 25 Mbps Recording
• Double-Scan Playback
List $15,340

DSR-DR1000A - Hard Disk
Recorder. 12 hr. capacity,
Simultaneous Rec / Play,
Loop Rec. List $6,342

Sony DSR-PD170 Up Close

ECM-NV1 Shotgun Mic

XLR Audio Inputs

1/3" 3CCD Advanced HAD Imager

Electronic Viewfinder

12x Zoom Lens

Auto Focus

Super SteadyShot

Color LCD Monitor

Mini-size cassette

Key Features of the DSR-PD170

Compact and Lightweight - Weighs less than 3.5 lbs (without battery)

1/3" 3CCD Advanced HAD Imager – Provides high sensitivity, excellent signal to noise ratio and very low vertical smear. Low light shooting at 1lx is possible (f1.6 @ 18dB gain)

High MTF 12x Zoom Lens - Provides Auto focus and Optical Super SteadyShot. Lens hood with built-in lens cap and VCL-HG0758 Wide Conversion lens are supplied.

Dual Aspect Ratio Capture - Video can be captured in 16:9 or 4:3 aspect ratio

Manual Control Capability - Complete operator control of iris, shutter speed, gain, AE shift, white balance, audio record level and more can be selected.

Ergonomic Design - A large size handle with built-in record button and zoom rocker provide flexible operation.

Professional Audio Interface – Dual XLR audio inputs are provided with independent level control and switchable phantom power.

Digital Still Camera Modes - Progressive scan still images can be captured to tape or optional Memory Stick

Pool-Feed Capability – Will accept external Composite or S-Video inputs as record source.

SUPPLIED ACCESSORIES

AC-L15 AC Adapter/Charger
ECM-NV1 Mono Shotgun Mic
NP-F570 InfoLithium Battery
RMT-811 IR Remote Controller
VCL-HG0758 Wide Conversion Lens
LSF-S58 Lens Hood and Cap for Conversion lens.
Lens Hood with built-in cap
Carrying Belt
iLink Cable Strap
Stereo A/V Cable
Operating Instructions

OPTIONS
(NOT INCLUDED)

AC-V700A AC Adapter/Charger
ECM-673 Short Shotgun Microphone
LCPD150BP Soft Carrying Case
LCPD170TH Hard Shell Camera Case
MSA32A/64A/128A Memory Stick Digital Media
NPF570/770/970 InfoLithium Batteries
UWP-C1/C2/C3 Wireless Mic Systems
VMC-IL4408A/4415/4435 iLink Cables
VMC-IL4615/4635 iLink Cables (4pin - 6pin)
CCFD-3L iLink Cable (4pin - 6pin)

Sony DSR-250 Up Close

Mini or Standard Size Cassette

V-mount battery power

iLink Connector

2 XLR Audio Inputs + 1 XLR Front for Shotgun (two audio channels total)

Shoulder Mount

1/3" 3CCD Imager

2.5" LCD Display Panel

Precision 1.5" B&W Electronic Viewfinder

ECM-NV1 Shotgun Mic

12x Zoom Lens w/ Super SteadyShot

Key Features of the DSR-250

Dual Mode Imager - 1/3" 3CCD Imager will operate in either interlaced (video) or progressive modes for still pictures.

Compact, Lightweight, Shoulder Mount Design – Well balanced package weighs less than 10lbs. (without battery)

Integral 12x Zoom Lens - Lens system includes Optical Super SteadyShot image stabilization and auto focus.

Long Recording Times - DVCAM record times of up to 184 minutes are possible using Standard size DVCAM tapes.

Manual Control Capability - Complete operator control of iris, shutter speed, gain, AE shift, white balance, audio record level and more can be selected.

Pool-Feed Capability – Will accept external Composite or S-Video inputs as record source.

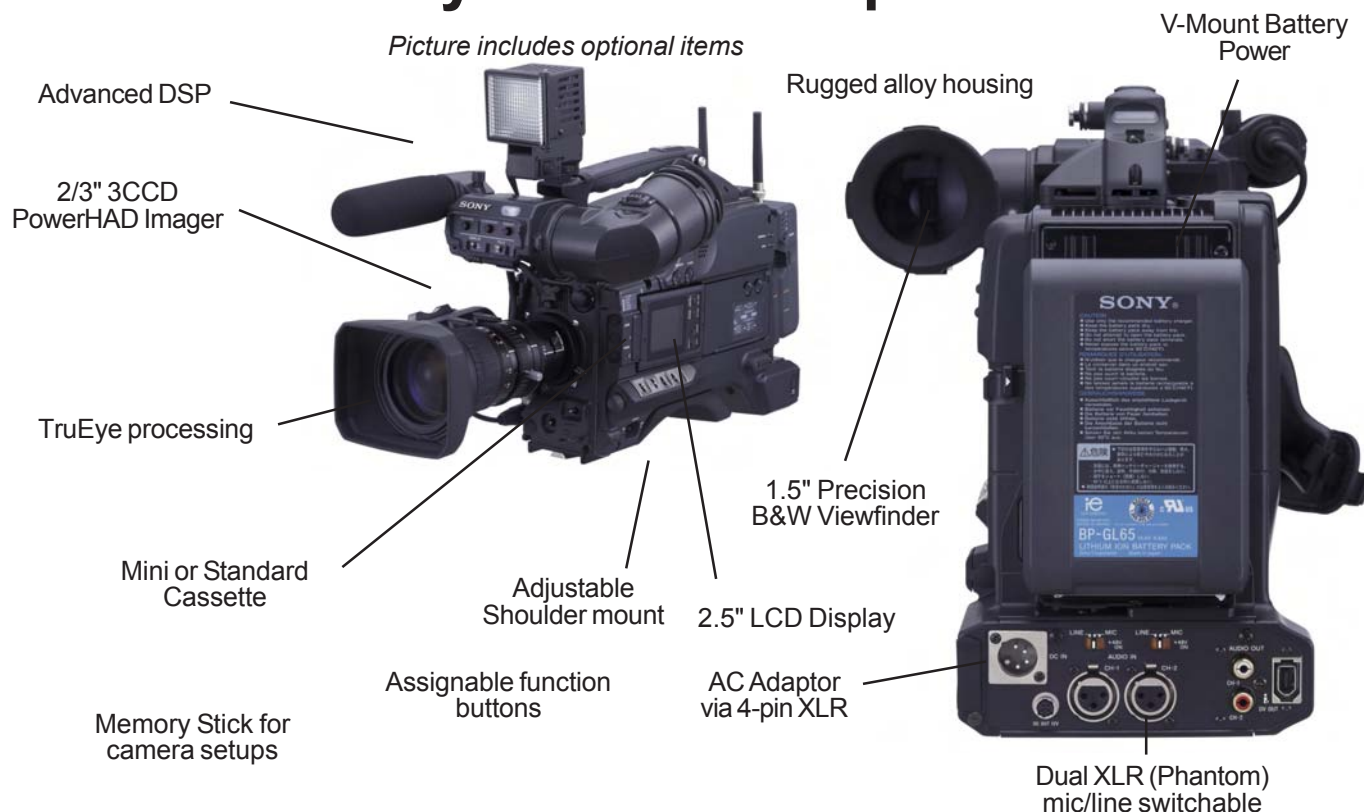Application Note: Great for wedding videographers and court reporters

SUPPLIED ACCESSORIES

ECM-NV1 Mono Shotgun Microphone
DXF-801 1/5" Viewfinder
RMT-811 Remote Commander
Lens Cap
Operating Instructions

OPTIONS
(NOT INCLUDED)

AC-DN10 AC Supply/ Charger
AC-DN2B AC Adapter
BP-GL65/95 Li-ion Batteries
BP-M50/100 Li-ion Batteries
BPL60S Li-ion Battery
BC-M150 Li-ion Battery Charger
CA-C12 Microphone Holder
ECM-673/674/678 Shotgun Microphones
LC-400BP Soft Carrying Case
LC-424CP Hard Shipping Case
LC-424TH Hard Shipping Case
UWP-C1/C2/C3 Wireless Mic Systems
VCL-HG0758 Wide Conversion Lens
VCL-HG1758 Telephoto Lens Conversion Lens
VCT-U14 Tripod Adapter
VMC-IL4415/4635 iLink Cables (4pin - 6pin)
CCF-3L iLink Cable (6pin - 6pin)
CCFD-3L iLink Cable (6pin - 4pin)

Sony DSR-400K Up Close

Picture includes optional items

Advanced DSP

2/3" 3CCD PowerHAD Imager

TruEye processing

Mini or Standard Cassette

Memory Stick for camera setups

Adjustable Shoulder mount

Assignable function buttons

V-Mount Battery Power

Rugged alloy housing

1.5" Precision B&W Viewfinder

2.5" LCD Display

AC Adaptor via 4-pin XLR

Dual XLR (Phantom) mic/line switchable

Key Features of the DSR-400K

2/3" 3CCD PowerHAD Imager – New, high quality CCD technology delivers very low smear, high sensitivity, high S/N ratio and high resolution. 4:3 Aspect ratio.

Compact, lightweight Design – Weighs only 14lbs. 5oz. ready-to-shoot. Adjustable shoulder mount provides perfect balance.

Faithful Image Reproduction – 12bit A/D and Advanced DSP provide a wide range of image controls including TruEye, Dyna-Latitude, Skin Detail, Multi-matrix, Black Stretch/Compress and more.

Interchangeable Lenses – Compatible with a wide range of 2/3" B2-mount lenses from Canon and Fujinon. DSR-400K model includes a 17x zoom lens.

Scene File Storage - Using low-cost Memory Stick media, operator presets can be stored and moved from camera to camera.

DSR-400L - Version without a lens

Both models use Fujinon "A" or Canon "YJ" series lenses--2/3" CCD type lenses

SUPPLIED ACCESSORIES

DXF-801 1.5" B&W Viewfinder
Shotgun Microphone
VCTU14 Tripod Adapter
Shoulder Strap
VCL-917BY 17x Zoom Lens
  (DSR-400K model)
Operation Manual

OPTIONS
(NOT INCLUDED)

AC-DN10 AC Adapter
AC-DN2B AC Adapter
BC-M150 Battery Charger
BP-GL65/95 Li-ion Batteries
BPL60S Hard Carbon Li-ion
  Batteries
CA-C12 Microphone Holder
DXF51 5" Studio Viewfinder
ECM-673/674/678 Shotgun
  Microphones
UWP-C1/C2/C3 Wireless Mic
  Systems
LC-400BP Soft Carrying Case
LC-424TH Hard Shipping Case
Canon "YJ" series Lens
Fujinon "A" Series Lens

Sony DSR-450WSL Up Close

Picture includes optional items, lense NOT included

V-Mount Battery Power

Advanced DSP

Rugged alloy housing

2/3" 3CCD 16:9 PowerHAD Imager

24P and 30PsF Progressive Modes

1.5" Precision B&W Viewfinder

Mini or Standard Cassette

Adjustable Shoulder mount

2.5" LCD Display

AC Adaptor via 4-pin XLR

Memory Stick for camera setups

Assignable function buttons

Dual XLR (Phantom) mic/line switchable

Key Features of the DSR-450WSL

2/3" 3CCD PowerHAD Imager – New, high quality CCD technology delivers very low smear, high sensitivity, high S/N ratio and high resolution. 16:9 / 4:3 switchable Aspect ratio.

Compact, lightweight Design – Weighs only 14lbs. 5oz. ready-to-shoot. Adjustable shoulder mount provides perfect balance.

Faithful Image Reproduction – 12bit A/D and Advanced DSP provide a wide range of image controls including TruEye, Dyna-Latitude, Skin Detail, Multi-matrix, Black Stretch/Compress and more.

Interchangeable Lenses – Compatible with a wide range of 2/3" B2-mount lenses from Canon and Fujinon. No Lense Included.

Scene File Storage - Using low-cost Memory Stick media, operator presets can be stored and moved from camera to camera.

Film-like shooting modes - True 24P and 30PsF acquisition is possible with selectable gamma and slow-shutter capabilities.

Versatile I/O Options- Optional interface boards provide SDI output and analog composite input (pool feed).
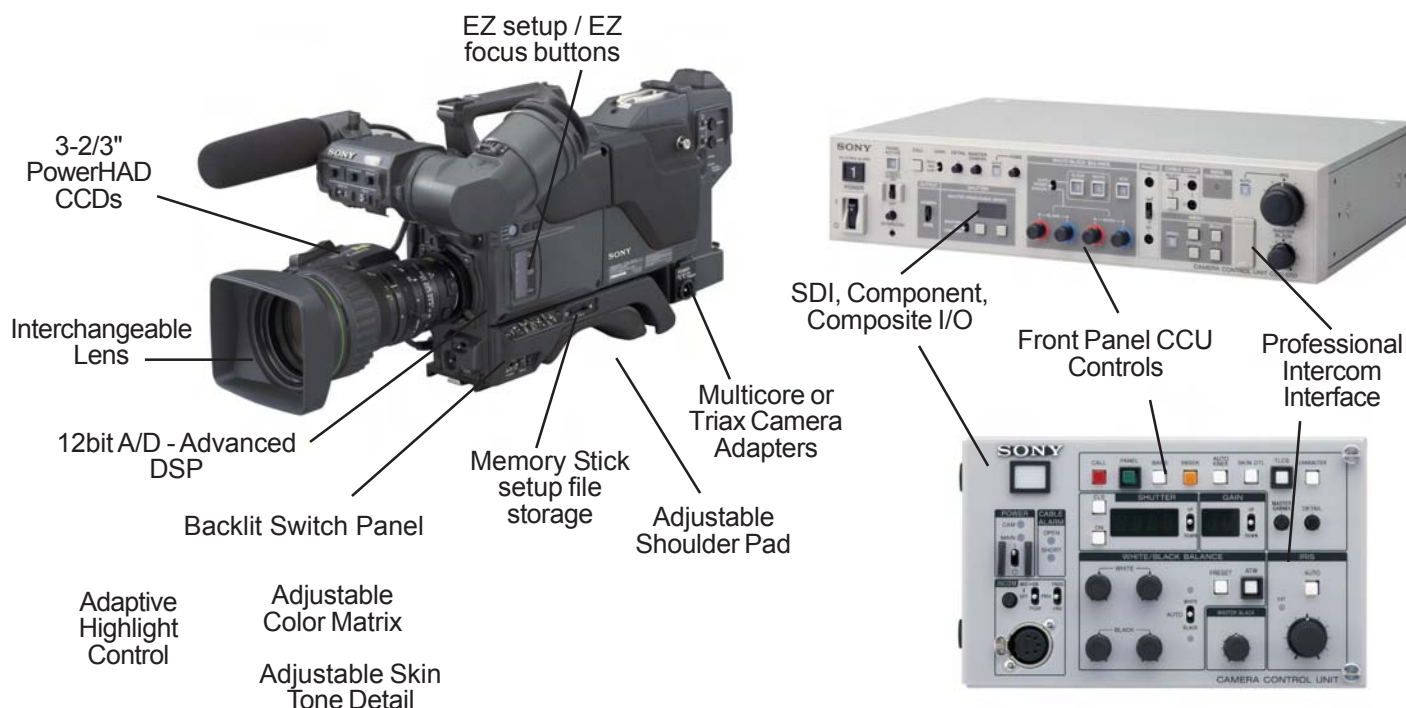
SUPPLIED ACCESSORIES

DXF-801 1.5" B&W Viewfinder
Shotgun Microphone
VCTU14 Tripod Adapter
Shoulder Strap
VCL-917BY 17x Zoom Lens
    (DSR-400K model)
Operation Manual

OPTIONS
(NOT INCLUDED)

AC-DN10 AC Adapter
AC-DN2B AC Adapter
BC-M150 Battery Charger
BP-GL65/95 Li-ion Batteries
BPL60S Hard Carbon Li-ion
    Batteries
CA-C12 Microphone Holder
DXF51 5" Studio Viewfinder
ECM-673/674/678 Shotgun
    Microphones
UWP-C1/C2/C3 Wireless Mic
    Systems
LC-400BP Soft Carrying Case
LC-424TH Hard Shipping Case
Canon "YJ" series Lens
Fujinon "A" Series Lens

Sony DXC-D50 Up Close

Picture includes optional items, lense NOT included

EZ setup / EZ focus buttons

3-2/3" PowerHAD CCDs

Interchangeable Lens

12bit A/D - Advanced DSP

Backlit Switch Panel

Memory Stick setup file storage

Adaptive Highlight Control

Adjustable Color Matrix

Adjustable Skin Tone Detail

Multicore or Triax Camera Adapters

Adjustable Shoulder Pad

SDI, Component, Composite I/O

Front Panel CCU Controls

Professional Intercom Interface

Key Features of DXCD50 Series Cameras

2/3" High performance PowerHAD CCD imagers – 12bit A/D and Advanced Digital Signal Processing to provide Broadcast level performance and features.

Shoulder Mount or Studio Operation – Both ENG and Studio viewfinders are available.

Multicore or Triax Operation – CCUD50 / CAD50 for Multicore, CCUTX50 / CATX50 for Triax. Both provide CCU controls and standard SDI, Component and Composite outputs for studio systems.

4:3 or 16:9 / 4:3 Switchable Operation – DXCD50L and DXCD50H (camera head only) use 4:3 Imagers. DXCD50WSH (camera head only) uses 16:9 Imagers and is switchable to 4:3.

SUPPLIED ACCESSORIES

DXCD50L - DXF801 ENG Viewfinder, VCTU14 Tripod Plate, Shotgun Microphone, Back Focus Chart
DXCD50H, DXCD50WSH - Back Focus Chart
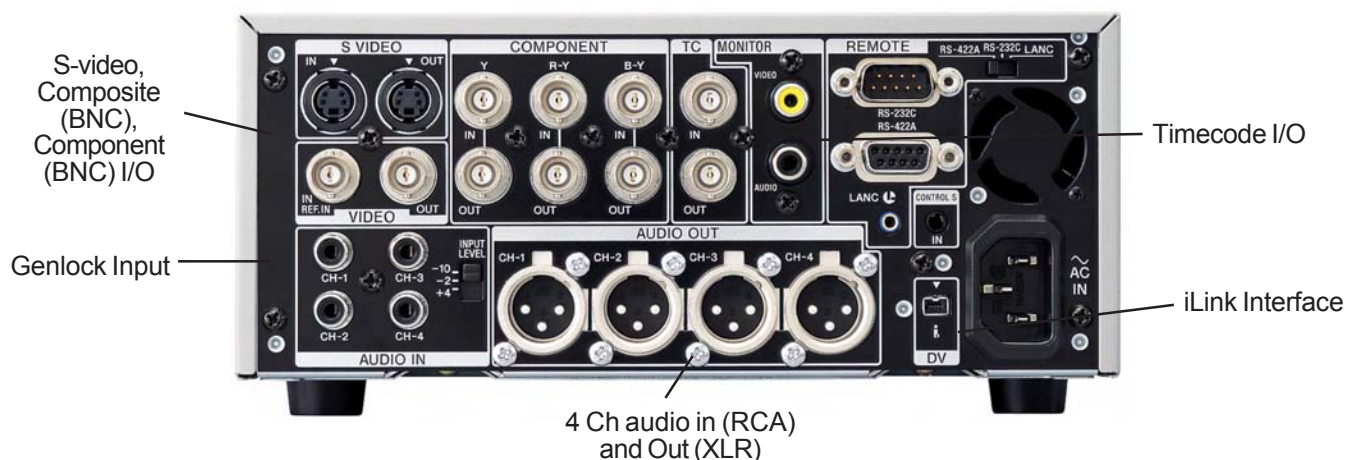
OPTIONS
(NOT INCLUDED)

CATX50 / CCUTX50 - Triax Camera Adapter and CCU. Uses CCTA or CCTB Series Triax camera cables.
CAD50 / CCUD50 - Multicore Camera Adapter and CCU. Uses CCZAD Series camera cables
Viewfinder ("H" models only) - DXF801 ENG viewfinder or DXF51 5" Studio Viewfinder.
Canon "YJ" or Fujinon "A" Series 2/3" zoom lenses

Sony DSR-45A Up Close

Dual size cassette

Audio Input Level Set

S-video, Composite (BNC), Component (BNC) I/O

Timecode I/O

Genlock Input

iLink Interface

4 Ch audio in (RCA) and Out (XLR)

Key Features of the DSR-45A

Full Range of Analog I/O – Component, Composite and Timecode on standard BNC style connectors, plus S-Video and 4 Channel Audio (XLR out) for easy integration.

iLink (DV) Interface – IEEE1394 4pin interface provides digital I/O and control.

Comprehensive Control Options – RS-422, RS-232C, LANC and Control-S interfaces.

Front-panel monitoring - A 2.5" LCD monitor and Timecode display are built-in.
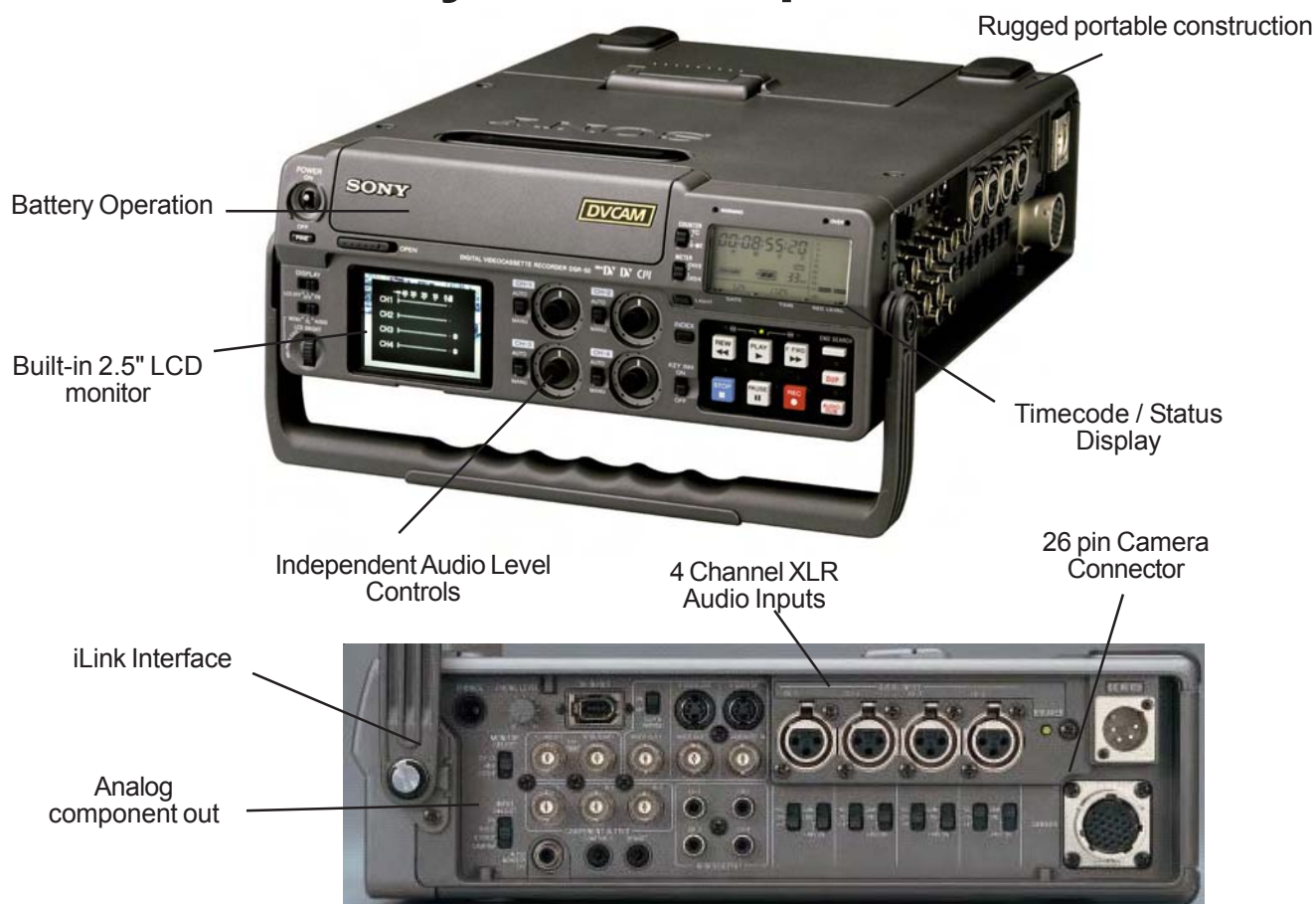
SUPPLIED ACCESSORIES

RMT-DS5 IR Remote Controller
AC Power Cord
Cleaning Cassette
Operating Manual
RS-232 Interface Manual

OPTIONS
(NOT INCLUDED)

DSRM-10 Wired Remote Control
VMC-IL4408/4415/4435 iLink
    cables
VMC-IL4615/4635 iLink cables
    (4pin-6pin)
CCFD-3L iLink cable (4pin - 6pin)
RMMDSR20D - Hardware to
    mount (2) DSR units side by
    side, 2U
RMMDSR20S - Hardware to
    mount (1) DSR unit + blank
    face plate, 2U High

Sony DSR-50 Up Close

Rugged portable construction

Battery Operation

Built-in 2.5" LCD monitor

Timecode / Status Display

Independent Audio Level Controls

4 Channel XLR Audio Inputs

26 pin Camera Connector

iLink Interface

Analog component out

Key Features of the DSR-50

Rugged, Lightweight Design - The DSR-50 weighs only 8lbs (without battery) and uses a rugged, field proven case design.

Front Panel Monitoring - A panel mounted 2.5" LCD monitor and separate status display provides comprehensive operator information.

Comprehensive Analog Video I/O - Composite, S-Video and Component (output only), plus Genlock Input, and monitor output are standard.

4 Ch. Audio Connections - Audio Inputs are XLR and operate at either Mic, with switched 48v phantom power or Line Level.

Battery or External Power - Optional standard v-mount BP-GL or BPL series batteries mount inside the unit or external power can be supplied through 4pin XLR.
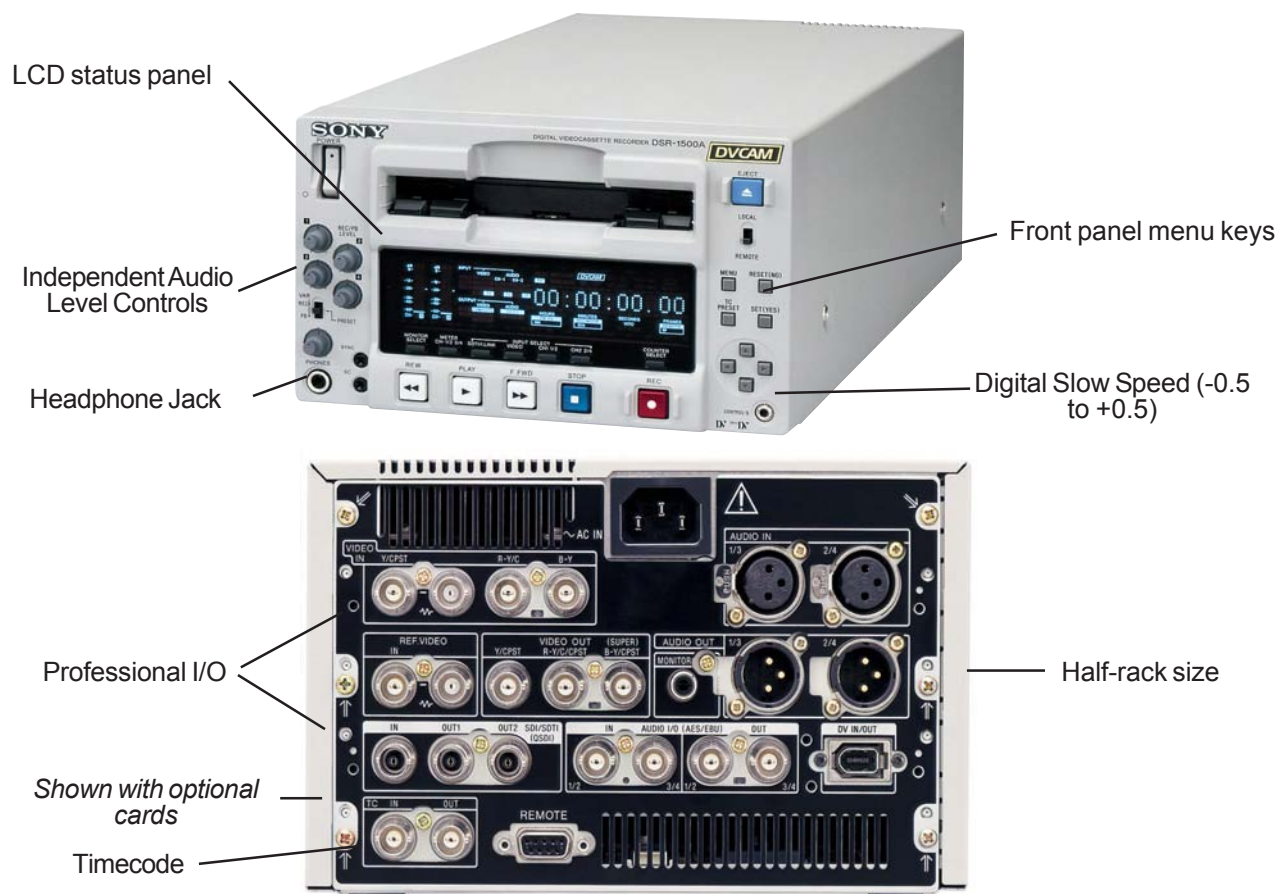
SUPPLIED ACCESSORIES

LCD protection cover
Cleaning Cassette
Operation Manual

OPTIONS
(NOT INCLUDED)

BP-GL65 / 95 Lithium-ion Battery
  Packs
BC-M150 Battery Charger /
  Power Supply
VMC-IL4615/4635 iLink cables
  (4pin-6pin)
CCF-3L iLink cable (6pin-6pin)

Sony DSR-1500A Up Close

LCD status panel

Independent Audio Level Controls

Headphone Jack

Front panel menu keys

Digital Slow Speed (-0.5 to +0.5)

Professional I/O

Half-rack size

Shown with optional cards

Timecode

Key Features of the DSR-1500A

Master-Series Features - Playback of DV (SP), DVCAM and DVCPRO25 tapes without adapters or menu settings. Supports 3 sizes of cassettes. Jog audio, built-in Color Bar Generator, Clip-Link and more.

Professional I/O - Available option boards provide Component, Composite, S-Video, SDI and SDTI video and analog and AES/EBU audio interfaces. iLink interface is standard. RS-422A and Control-S interfaces are provided.

Compact, Lightweight Design - Half-rack width unit weighs only 13lbs.

Fast Shuttle and Digital Slow Modes - Tapes can be searched at 60x normal speed, while Digital Slow Mode provides noiseless playback at +0.5x to -0.5x normal speed.

SUPPLIED ACCESSORIES
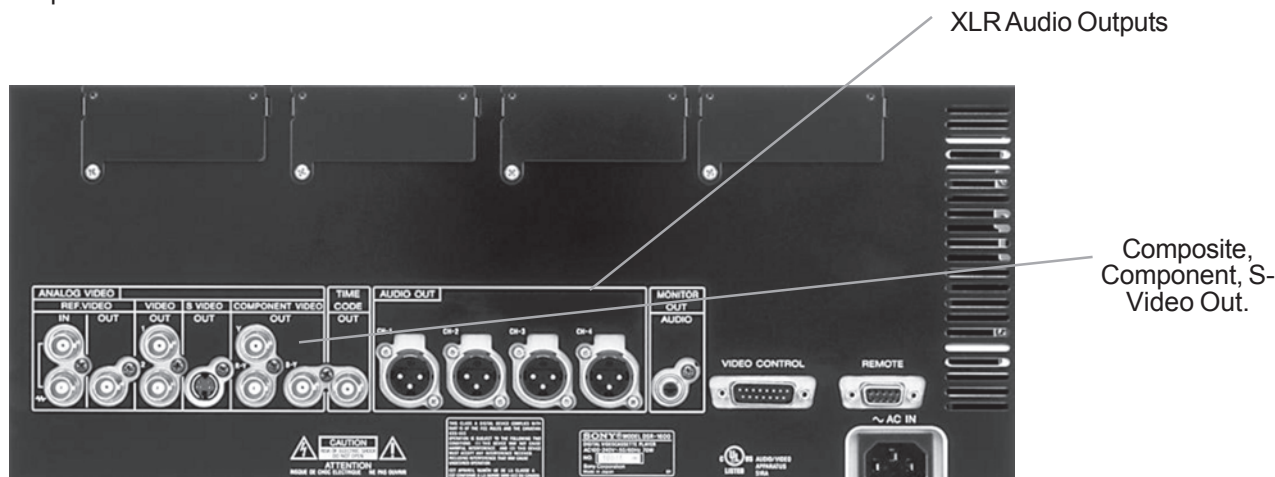
AC Power Cord
Operating Manual (CD)

OPTIONS
(NOT INCLUDED)

DSRM-10 Wired Remote Control
RMM-DSR15 Rack Mount Kit
DSBK-1501 Digital I/O Board
DSBK-1505 Analog Input Board
VMC-IL4615/4635 iLink cables
 (4pin-6pin)
CCF-3L iLink cable (6pin-6pin)

CALL STARIN AT 219-929-4127 IF YOU HAVE A TECHNICAL QUESTION ON DVCAM PRODUCTS

Sony DSR-1600A Up Close

* Player Only. No AV inputs

3 -size cassette compartment

Front panel metering and status

Timecode display

Headphone Jack

Jog Knob

XLR Audio Outputs

Composite, Component, S-Video Out.

Key Features of the DSR-1600A

Master-Series Features - Playback of DV (SP), DVCAM and DVCPRO25 tapes without adapters or menu settings. Supports 3 sizes of cassettes. Jog audio, Video Process control, built-in Color Bar Generator, Clip-Link and more.

Front Panel Status Display - Display of Audio levels, machine status and Channel Condition for operator convenience.

High Speed Shuttle and Digital Slow Mode - Front panel mounted Jog/Shuttle knob provides 60x shuttle control and +0.5x to -0.5x variable speed with Dynamic Motion Control for noiseless playback, and jog sound.

Optional Digital Outputs – While analog output is standard, an option board can be added to provide SDI and AES/EBU capabilities.

SUPPLIED ACCESSORIES
AC Power Cord Operating Manual (CD)

OPTIONS (NOT INCLUDED)

DSRM-10 Wired Remote Control
RMM-130US Rack Mount Kit
DSBK-1601 SDI/AES-EBU Output
     Board
VMC-IL4615/4635 iLink cables
     (4pin-6pin)
CCF-3L iLink cable (6pin-6pin)

Sony DSR-1800A Up Close

Front panel metering and status

3 -size cassette compartment

Headphone Jack

Timecode display

Individual Audio Level Controls

Jog Knob

Composite, Component, S-Video Out.

XLR Audio Outputs

Timecode

Key Features of the DSR-1800A

Master-Series Features - Playback of DV (SP), DVCAM and DVCPRO25 tapes without adapters or menu settings. Supports 3 sizes of cassettes. Jog audio, Video Process control, built-in Color Bar Generator, Clip-Link and more.

Pre-read Capability – Allows audio mix/swap and over-dubbing without any delay between video and audio signals.

Front Panel Status Display - Display of Audio levels, machine status and Channel Condition for operator convenience.

High Speed Shuttle and Digital Slow Mode - Front panel mounted Jog/Shuttle knob provides 60x shuttle control and +0.5x to -0.5x variable speed with Dynamic Motion Control for noiseless playback, and jog sound.

Optional Digital I/O - SDI / AES-EBU I/O provided by option board. iLink is standard.
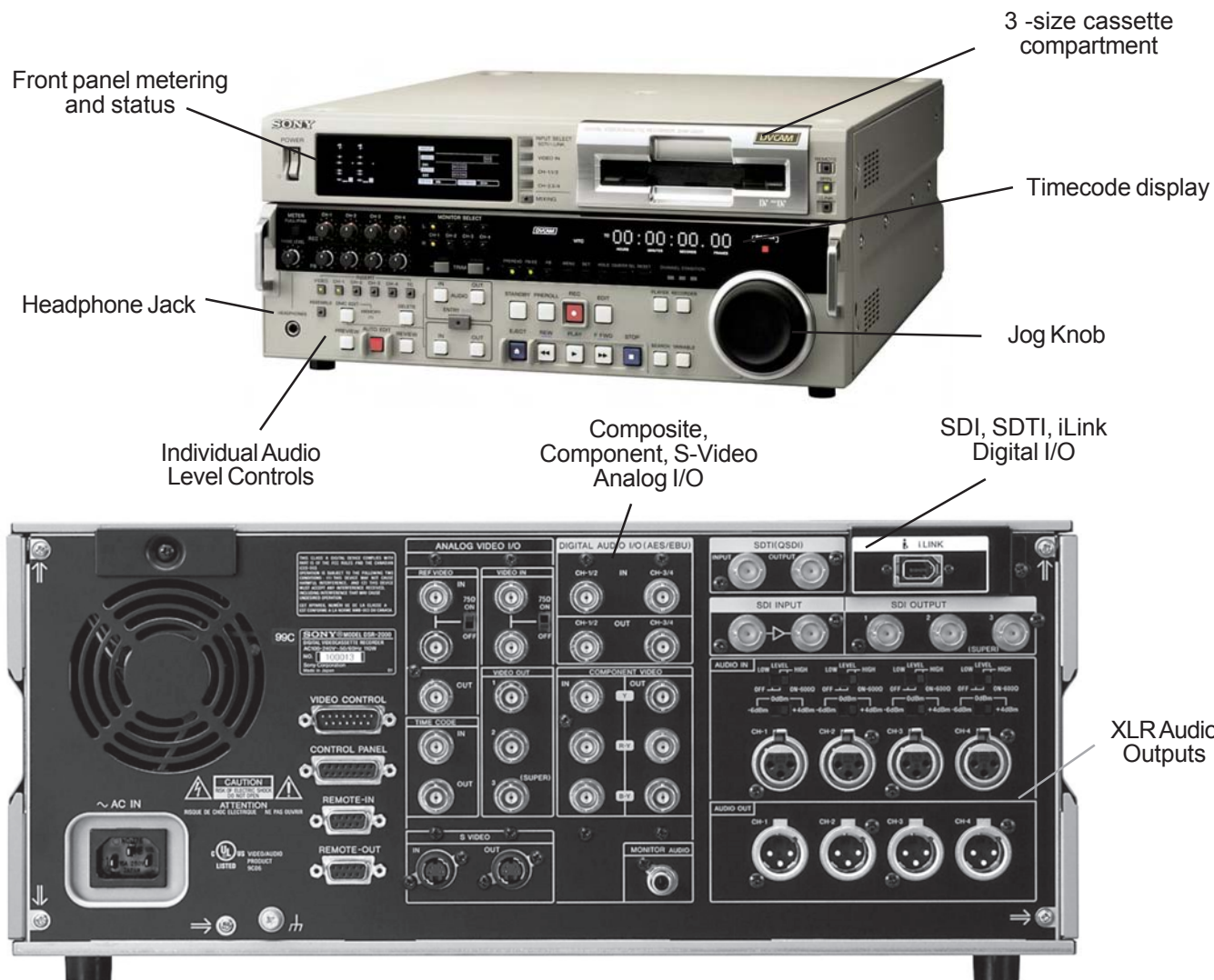
SUPPLIED ACCESSORIES

AC Power Cord
Operating Manual (CD)

OPTIONS
(NOT INCLUDED)

DSRM-10 Wired Remote Control
RMM-130US Rack Mount Kit
DSBK-1801 SDI/AES-EBU Output
    Board
VMC-IL4615/4635 iLink cables
    (4pin-6pin)
CCF-3L iLink cable (6pin-6pin)

Sony DSR-2000A Up Close

3 -size cassette compartment

Front panel metering and status

Timecode display

Headphone Jack

Jog Knob

Individual Audio Level Controls

Composite, Component, S-Video Analog I/O

SDI, SDTI, iLink Digital I/O

XLR Audio Outputs

Key Features of the DSR-2000A

Master-Series Features - Playback of DV (SP), DVCAM and DVCPRO25 tapes without adapters or menu settings. Supports 3 sizes of cassettes. Jog audio, Video Process control, built-in Color Bar Generator, Clip-Link and more.

Pre-read Capability – Allows audio mix/swap and over-dubbing without any delay between video and audio signals, plus A/B roll editing with 2 VTRs

Dynamic Motion Control – Provides noiseless playback at all speeds from still to normal speed.

Direct Drive Transport - Extremely tight reel and drum servos provide fast, accurate operation

Front Panel Status Display - Display of Audio levels, machine status and Channel Condition for operator convenience.

High Speed Shuttle and Digital Slow Mode - Front panel mounted Jog/Shuttle knob provides 60x shuttle control and 0 to 1.0x slow-mo.

Full Range of Professional I/O Standard – All conventional analog and digital I/O formats are included as standard equipment.
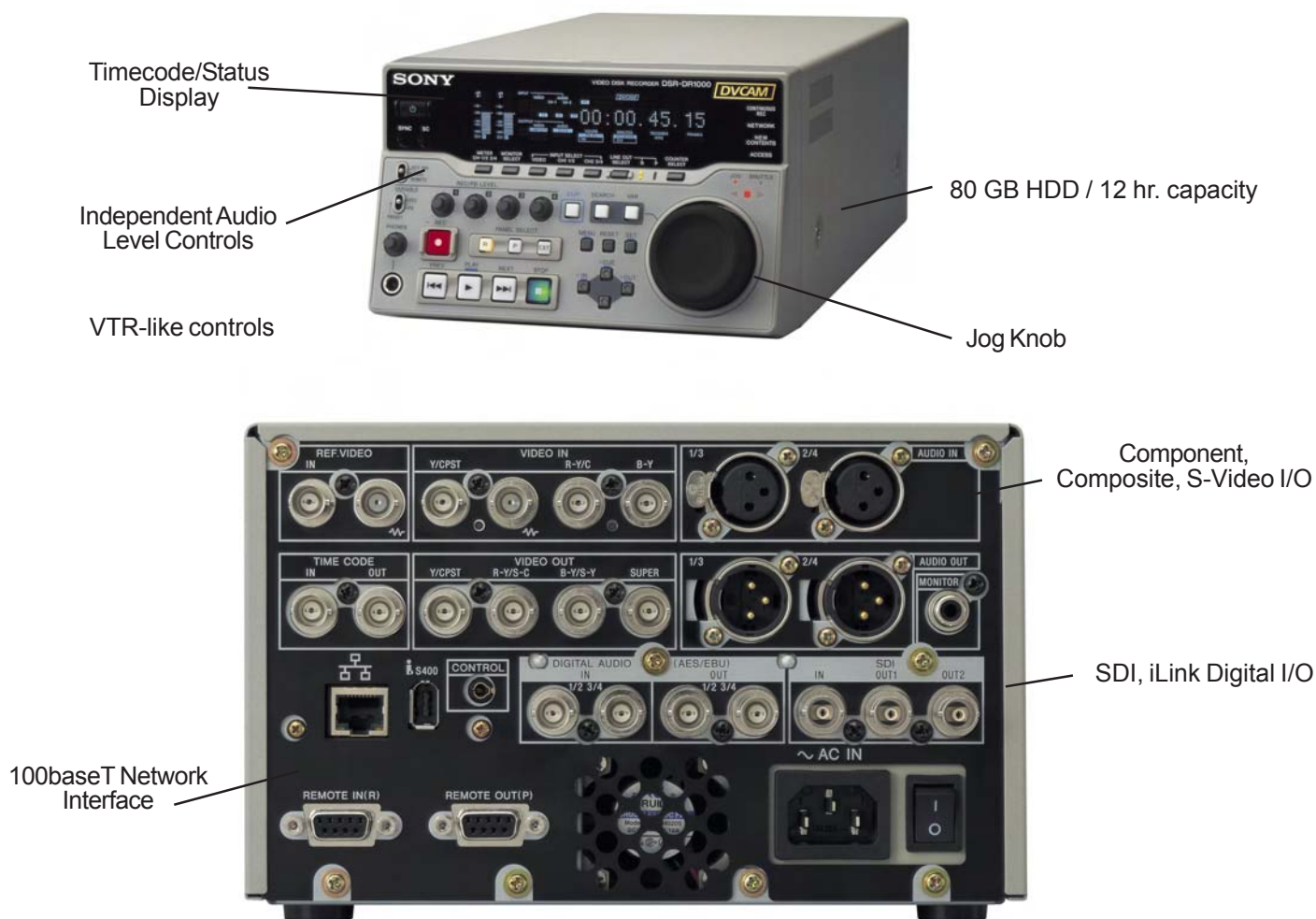
SUPPLIED ACCESSORIES

AC Power Cord
Operating Manual (CD)

OPTIONS
(NOT INCLUDED)

RMM-130US Rack Mount Kit

Sony DSR-DR1000A Up Close

Timecode/Status
Display

Independent Audio
Level Controls

VTR-like controls

80 GB HDD / 12 hr. capacity

Jog Knob

Component,
Composite, S-Video I/O

SDI, iLink Digital I/O

100baseT Network
Interface

Key Features of the DSR-DR1000A

12 hr. Storage Capacity – New 80GB HDD provides 12 hour storage time.

Full Range of Professional I/O – Composite, Component, S-Video and SDI are all provided as standard.

Wide Playback Speed Range - Noiseless playback is possible over +/- 2x normal speed. Compatible with external slo-mo controllers.

Clip Segment Playback Function - Marked video segments can be instantly recalled for playback.

Independent Record and Playback Ports - Recording and Playback are completely independent of each other while sharing the same media.

Unique Operational Features - Endless loop recording, program delay and interval recording are supported. Pre-record buffer means you never miss a shot.

Network Capabilities - 100baseT support allows files stored on the HDD to be transferred to other devices through high speed FTP transfers.

SUPPLIED ACCESSORIES

AC Power Cord
RM-LG2 Remote Control Unit
Operation Manual (CD-R)

OPTIONS
(NOT INCLUDED)

RMM-DSR1K Rack Mount Kit

Starin Reseller Resources

All of your Sony pricing is online at www.sonypro.us. Starin has taken the steps to make sure the latest pricing is available to our dealers as well as making the site user friendly. We also have the accessories listed below key products for quick reference. Below is the set-up process for using the Sony Pricing Website.

Website Registration

1. You will first need to send in your Sony Dealer paperwork that Starin will provide you. Please contact us and we will email or fax one over to you.

2. Once you log-on to www.sonypro.us, you will be greeted by our Sony Product Manager, Rich Hoffman. On the left side of the webpage, you will see the tab for Online Registration. Please fill this page out and hit "submit".

3.The next morning, you will have access to the site by going to the Log In button located at the top of the page.

Website Navigation

Now that you have access to the site, you have all of your dealer costs and stock status at your finger tips. There are a few ways to navigate through the site. Below are some tips to assist you.

Search By Model - This field appear at the top of the page once you are logged in. This is the quickest way to locate a price. Just fill in the model number or the first few letters of the model. This site is not case sensitive and you do not need at add any dashes. For instance, if you typed in "vplpx" in the field, it would pull up all products that begin with those letters.

Search Products - This tab is found on the top left of the website. This tab will let you go page by page through the Sony models in alphabetical order. You will notice on the bottom of the page that it allows to skip up to ten pages of products at a time.

Browse Products - By selecting this tab, you can view products by category.

Pricing Reports - At the top of the page, you can select Pricing Reports. This will allow you download all or selected categories into an Excel Spreadsheet.

Useful Links - Under this tab, you will find our latest Learning Curve Newsletter. Starin believes in giving our dealers support tools to help them learn about new Sony products and initiatives. We also include links to the Sony Spiff Site, the Sony Pro Site, and to the Sony Service Center Site.