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**TO:** GENERAL RESELLERS

**FROM:** JO ANN VOZEH

***SUBJECT: DISCONTINUATION OF DXC-950/17PAC IMAGE CAPTURE VIDEO CAMERA PACKAGE AND INTRODUCTION OF NEW DXC950/18PAC WITH NEW 18X ZOOM LENS***

This is to announce the discontinuation of the popular DXC-950/17PAC, 3 CCD Image Capture Video Camera, DXC-950, with the 17X Zoom Lens, YH17X7KTSB. We are pleased to introduce the ***new DXC-950/18PAC***. The DXC-950/18PAC includes the DXC-950 Video Camera with the ***new YH18X67KTSB 18X zoom lens***.

#### **NEW ZOOM LENS OVERVIEW**

This new **YH18X67KTSB 18X lens** replaces the well known YH17X7KTSB and offers several key advancements while maintaining the best attributes of the 17X. The YH18X67KTSB offers a wider range of focal length, now 6.7mm - 121mm as opposed to 7mm - 119mm for the 17X. In addition the 18X features Canon's unique Internal Focus (IF) System giving higher overall optical quality as compared to the rotating focus systems found in the 17X and competitive lenses. It also offers a slightly lower weight as compared to the 17X and features a newly designed compact drive unit attached to the lens. As with the 17X, the new 18X is designed to operate with the DXC-950 camera and uses the double hot shoe connection system. Overall, the new YH18X67KTSB takes telecommunication lenses to a new, higher level for the Sony DXC-950 and DXC-950P cameras.

#### **CAMERA OVERVIEW**

The DXC-950 incorporates a 1/2" IT (Interline Transfer) Power HAD™ CCD with 380,000 effective picture elements. Inheriting the unique Hyper HAD® sensing technology, the DXC-950 attains a high sensitivity of F9.5 (F8.5 for 950P/1) at 2000 lx while the improved HAD sensor structure drastically reduces smear level by 20dB. This permits pictures of the highest quality to be captured in difficult lighting conditions. With the high packing density of these CCD image sensors and their accurate special offsetting, a remarkably high resolution of 750TV lines is achieved. The combination of Power HAD technology, improved electronic circuitry and advanced video processing results in an excellent signal-to-noise ratio of 60dB.

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<b>Product Name</b>	<b>Brief Description</b>	<b>Qty.</b>	<b>List Price</b>	<b>Reseller Price</b>
<b>DXC-950/18PAC</b>	DXC-950 3 CCD Image Capture Video Camera with YH18X67KTSB 18X lens.	1-3 4-24 25+	<b>\$9,625</b>	<b>\$6,925</b> <b>\$6,875</b> <b>\$6,815</b>

If you have further questions, please contact your Sony Account Manager.

Good Selling,



Jo Ann Vozech  
Marketing Manager, Image Sensing Products  
Broadcast and Professional Company