



DATE: JULY 1, 1999 **99-0248**

TO: GENERAL RESELLERS

FROM: ANDY BERGER

SUBJECT: INTRODUCTION OF DSR-PD100A DIGITAL 3CCD DVCAM CAMCORDER
AND RELATED ACCESSORIES.

Product Name	Brief Description	Suggested List Price	Reseller Price	QTY	Availability
DSR-PD100A	3 CCD DVCAM™ Camcorder	\$3,000.00	\$2,350.00	1	August 1999
AC-V700	AC adapter/Battery charger	\$150.00	\$90.00	1	NOW
HVL-FDH2	Light with Flash	\$149.99	\$95.00	1	NOW
MSA-8A	8 MB memory stick	\$ 39.99	\$24.00	1	NOW
AD80005	PCMCIA port adapter for PC	\$100.00	\$75.00	1	August 1999
MSA-4A	4 MB memory stick	\$29.99	\$18.00	1	NOW
NP-F950/B	Battery (8 hour operation)	\$199.00	\$130.00	1	NOW

The most compact one piece 3CCD DVCAM™ all digital camcorder, and the FIRST with built-in image capturing capability is getting even better.

Sony is pleased to announce the **DSR-PD100A DVCAM™** camcorder . The **DSR-PD100A** provides high quality acquisition in the **DVCAM™** component digital format, allowing up to forty minutes recording on one Mini DVCAM™ tape. Ideal for **Event Videography** and **Video Journalist** applications. It replaces the current DSR-PD100 model. It shares all its accessories.

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This highly compact camcorder features **three** newly developed ¼ inch 380K pixel **CCDs that allow two scanning modes: 480 progressive (for still) or interlaced (for video)**. These new CCDs also provide high quality acquisition with increased resolution and sensitivity at reduced vertical smear. The **DSR-PD100A** also features the latest **Digital Signal Processor** that allows among others 4:3/16:9 aspect ratio switching and 480p (progressive) for still or recording modes. It features a built-in **PCMCIA** slot for a flash memory card or MemoryStick™ (with adapter) for still image storage. Up to **150 JPEG** pictures can be stored on **ONE** MemoryStick™ or a **8MB** flash memory **PCMCIA** card. The built-in electronic zoom lens features **Autofocus** and **SuperSteadyShot™** with a **12X** optical, **48X digital zoom**, with manual override. A color viewfinder and a 184K pixels swing out 3.5" high resolution LCD panel are included to make shooting a breeze. A wide angle converter lens, battery and battery charger, and a desktop PC /PCMCIA card interface are included for easy plug and play. A newly introduced XLR adaptor allows the selection of either electret or dynamic microphones.

With these combined features the **DSR-PD100A** offers outstanding opportunities in Videography, now possible at a high performance level in a single, highly portable, cost effective unit.

DSR-PD100A MAIN FEATURES

- High quality digital component video and audio recording using DV CAM™ format.
- DV playback capable
- Three 380K pixels 1/4" CCDs
- SuperSteadyShot™ and Autofocus
- 12X optical zoom, 48X digital zoom
- 500 TV lines of horizontal resolution
- 4 lux minimum illumination
- Five programmed auto exposure (AE) modes
- Auto or manual exposure
- Built-in speaker
- 480p VGA quality 640x480 still image capturing
- Sequence capturing capable for movement analysis (9 pictures)
- Tape photo mode still images recorded on tape
- Memory still mode. Up to 150 images are recorded on the flash memory
- PCMCIA flash memory port
- 16:9/4:3 aspect ratio switchable
- Two channel built-in audio capability with internal or external microphones
- 16 bit/12 bit PCM audio for two or four channel audio modes.
- **NEW** XLR microphone adapter with phantom power ready for Dynamic or Electret microphones
- Audio dubbing capable
- i.Link (IEEE1394 based) input and output built in interface
- Analog input using the S-Video connector
- Color viewfinder

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DSR-PD100A MAIN FEATURES (continued)

- Color 3.5" swing out reversible LCD panel display
- Digital video effects, some available during playback: slim, stretch, sepia, solarize, still, trail
- Negative mode for film to video transfer
- Electronic title function
- Time / Date stamp with seconds readout during playback
- Compact and lightweight only 2.2 lb. with battery and tape
- Only 4.1Watts power consumption with viewfinder only or 5.2 Watts with LCD
- Wireless remote included
- InfoLITHIUM™ batteries. Up to 8 hours on a single NPF-950/B.

Product Description: Lightweight Total Digital DVCAM camcorder featuring three 1/4" IT CCD's, 500 TV lines horizontal resolution, 4 lux minimum illumination, reduced vertical smear level over standard CCDs, and comprehensive viewfinder indication, Hot Shoe videolight and flash with 480p scanning for still images.

DSR-PD100A Camcorder Package Components: DSR-PD100 camcorder
 AC adapter / charger
 Remote commander
 4MB memory stick and PCMCIA adapter
 A/V cable
 Wide 0.7X angle lens converter w/hood
 XLR microphone adapter
 Shoulder Strap

Optional Accessories: HVL-FDH2 Video Flash
 MSA-8A MemoryStick™ (up to 150 images)
 ECM-670 directional microphone
 CAC-12 microphone holder
 EC-0.5C2 microphone cable
 NPF-950B battery
 NPF-330 battery
 AD80005 PC PCMCIA port adapter

Comparison Between DSR-PD100 and DSR-PD100A

Item	DSR-PD100A	DSR-PD100
PC port adapter for PCMCIA	Not included	included
XLR microphone adapter	Dynamic or electret microphone selection	Only electret microphones

SPECIFICATIONS OF DSR-PD100A CAMCORDER

DSR-PD100A (MAIN SPECIFICATIONS)	
Image Device	Prism mounted 3-chip 1/4inch, Interline-Transfer (IT) CCD's
Lens	12X variable speed zoom F4.3 to 51.6mm, F1.6 at 2.8mm filter diameter 52mm
Picture Elements	360,000 pixels effective 380,000 pixels total
Built-in Filters	ND
Video Signal System	NTSC color system
Scanning System	2:1 interlaced, 525 lines, 60 fields/sec. for video 480p for still images
Horizontal Frequency	15.734 kHz
Vertical Frequency	59.94 Hz
Sync System	Internal
Shutter speed	1/4 to 1/10000 sec
Connectors	S-Video, A/V, Audio In, i.Link, LANC, Headphone stereo mini.
Minimum Illumination	4 lux
Exposure	auto, manual
Viewfinder	180,000 dot color LCD
Audio	rec. 48KHz/16 bit, 32KHz 12 bit
Microphone	built in stereo electret
Speaker	built in dynamic
LCD panel	TFT 184,580 dots
Format	DVCAM recording, DVCAM /DV playback
Memory card slot	PCMCIA standard
Recording Time	Max. 40 min
Weight	890 g approx.
Dimensions	93X112X194mm
Operating temperature	0 deg C to +40 deg C
AC-L10 charger	Single battery "on board" charger. Battery must be installed in the camcorder for charging cycle operating voltage: 100 to 240V 50/ 60 Hz power consumption:23 Watts output DC 8.4 Volts at 1.5 A

Features and specifications subject to change without notice.

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For further information, please contact your local Distribution Account Manager.

Good Selling,

Andy Berger
Product Manager, Acquisition
Broadcast and Professional Company