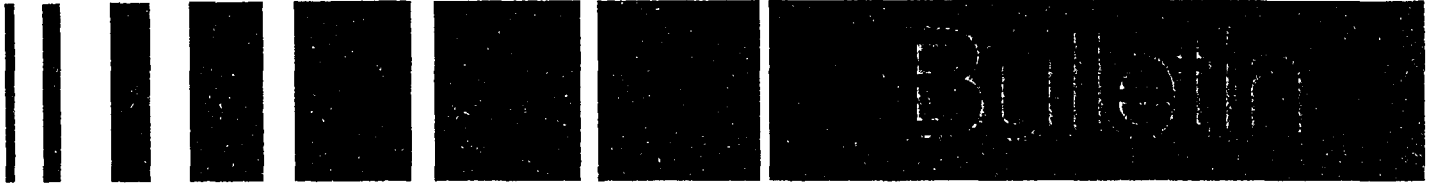


Broadcast and  
Professional Group



DATE: APRIL 1, 1999 99-0044

TO: GENERAL RESELLERS

FROM: JO ANN VOZEH

SUBJECT: *PRICE REDUCTION TO DXC-950/950P 3 CCD IMAGE CAPTURE VIDEO CAMERA*

We are pleased to announce an exciting price reduction to the DXC-950 and 950P, high quality, 1/2" Interline Transfer Power HAD™ 3 CCD Image Capture Video Camera.

MODEL	Description	New List Price		Previous Reseller Price	New Reseller Price
DXC-950	1/2" IT Power HAD 3 CCD Video Camera-NTSC Version	\$ 4,200	1-3	\$ 4,100	\$ 3,000.00
			4-24	\$ 4,050	\$ 2,950.00
			25+	\$ 3,990	\$ 2,890.00
DXC-950P	PAL Version	\$ 4,250	1-3	\$ 4,150	\$ 3,050.00
			4-24	\$ 4,100	\$ 3,000.00
			25	\$ 4,050	\$ 2,940.00

## CAMERA OVERVIEW

The DXC-950 and 950P 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 and 950P attains a high sensitivity of F9.5 (F8.5 for 950P) 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.

## **PRICE REDUCTION TO DXC-950/950P 3 CCD IMAGE CAPTURE VIDEO CAMERA**

### **Page Two**

#### **Key Sales Points of DXC-950 and 950P**

- Superior picture quality - Power HAD CCD
- Precise picture controls (linear matrix circuit, shading compensation, detail, master pedestal, white balance and knee)
- Electronic shutter function (variable electronic shutter, long term exposure, clear scan and CCD-IRIS)
- Three-pattern light-metering
- Flash synchronization (master and slave modes)
- Easy to use remote control unit available
- RS-232C
- Printer trigger
- Multiple signal outputs (VBS, RGB, Y/C, Y/R-Y/B-Y)
- On-screen menu
- Pattern-menu memory
- Compact and lightweight

#### **APPLICATIONS**

With a host of advanced features and outstanding picture quality, the DXC-950 and 950P is sure to satisfy the critical demands of industrial video users and expand the camera system versatility in existing applications, including ***photo-proofing/video portrait, videoconferencing, distance learning, production, scientific research, computer imaging, copy stand, highway/traffic monitoring, surveillance and industrial inspection systems.***

#### **LENS OVERVIEW**

This new 18X lens is replacing the well known YH17X7KTSB and offers several key advancements while maintaining the best attributes of the 17X. The ***new 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 and 950P 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 950P cameras.

For a 13X lens requirement, the ***popular CVL-713B*** can be offered with the DXC-950 and 950P. It offers a dual hot shoe zoom lens with iris and focus control, 7.5mm - 97.5mm, Macro f1.4.

#### **DEMONSTRATION KIT**

As you uncover the exciting sales opportunities for the DXC-950 and 950P, it may be necessary to conduct demonstrations. For your reference, here is a suggested DXC-950 demonstration kit product listing:

**PRICE REDUCTION TO DXC-950/950P 3 CCD IMAGE CAPTURE VIDEO CAMERA**  
**Page Three**

- **DXC-950** Image Capture Camera
- **CMA-D2** Camera Adapter with **CCMC12P05**, 12-pin multi-cable.
- **YH18X67KTSB 18x** Canon Lens (new) or **CVL-713B 13x** Canon Lens
- **CCXC-9DB** Component/RGB Cable for connection to video monitor (optional)
- **RM-C950** Remote Control Unit (optional)

**LITERATURE, & WEB INFORMATION**

To reference information on the DXC-950 and 950P, please see Sony's WEB Site:  
[www.sony.com/professional](http://www.sony.com/professional), select: cameras, industrial, compact color, DXC-950 and 950P or the DXC-950 brochure, reference #V-10575.

Features and specifications subject to change without notice. Please contact your local Sony Account Manager for more information.

Good Selling,



Jo Ann Vozeh  
Marketing Manager, Image Capture  
Camera Products Group  
Broadcast and Professional Company