

THE KNOWLEDGE

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Inspire the Next



Hitachi has already established a strong reputation for pioneering camcorder technology that meets real consumer demands. Now, with the launch of the world's first Blu-ray Disc Camcorders, Hitachi is raising the bar again.

The two new camcorder models, the DZ-BD70E and the DZ-BD7HE, present a great opportunity for retailers to capitalise on strong growth in digital camcorder sales, coupled with the hugely increased consumer expectations raised by the advent of High Definition TV

A High Definition opportunity for retailers

For retailers in the UK, the timing of Hitachi's new Blu-ray disc camcorders launch is perfect, and gives them a great opportunity to take full advantage of both longer-term and up-to-the-minute developments in the camcorders market:

- ▶ The digital revolution has made camcorders more accessible and appealing to a wider range of consumers, and sales in the UK have more than doubled over the last decade
- ▶ The flat panel TV revolution, and now the publicity surrounding the advent of High Definition, have raised consumer expectations of picture quality
- ▶ Hitachi's new Blu-ray disc camcorders are the first in the world to have a seamless, end-to-end Full HD imaging process from capture, recording to output

High Definition is the future of TV in the UK, and the overwhelming majority of flat panel TVs sold in the UK are now designated HD ready. Consumers are increasingly aware of the stunning clarity and vibrancy available in High Definition, and are hungry for HD content that will use the capabilities of their HDTVs to the full. As Roland Fritsch, Product Marketing Manager, Hitachi Digital Media Group, says: "In Europe, almost 100% of flat panel TVs sold are HD ready, and forecasts predict over 106.2 million homes will have HDTV sets by 2010. Ready access to HD is raising the bar on consumers' expectation. They now want their own film footage to have the same quality, impact and clarity as today's HD programmes, movies and games – particularly when viewed on large-size LCD and plasma screens at home."

8cm Blu-ray drive for Full HD recording and Multiformat+ DVD backward compatibility for Standard Definition recording

EIS Electronic image stabilisation to ensure smoother recordings

One Second Quick Start from Standby - ready to shoot instantly so you will never miss a moment

One touch easy dubbing button to burn recordings to Blu-ray Discs or Multiformat+ DVDs*

2.7" True 16:9 widescreen LCD screen

HDMI connectivity

SD card slot for digital still photos & photo capture from BD, DVD or HDD (HDD on DZ-BD7HE only)

USB 2.0 for high speed data transfer to PC

Full High Definition video lens with auto-shutter

**5.3 Megapixel CMOS sensor
10x Optical zoom / 500x Digital zoom**

8cm Blu-ray Disc

PICTURE MASTER Full HD advanced image processing

FULL HD (1080i/1080p)

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Blu-ray Disc

Sophisticated, user-friendly features PLUS the stunning quality of High Definition

The future now

So the demand for high quality pictures is there, and will only increase as the boom in sales of HD ready flat panel TVs continues in the UK.

It's a great story for retailers who are looking to sell up to the latest camcorder technology. These Hitachi Blu-ray disc models can offer customers the benefit of "Hollywood quality" footage for their home movies, shot and stored in 1920x1080 Full HD on Blu-ray disc media. They're both equipped with compact 8cm 7.5GB Blu-ray disc, in either recordable (BD-R) or rewritable (BD-RE) format, readily available from leading manufacturers such as Maxell. They have the world's highest resolution 5.3 megapixel CMOS sensor, Picture Master Full HD processing and HDMI connectivity providing the first truly end-to-end Full HD process, from capture through storage to output.

The 8cm discs can be played in the growing base of Blu-ray compatible devices, producing the picture quality for home movies that was previously only available on the latest Blu-ray movie releases.

For those who don't have access to a Blu-ray disc player, Blu-ray disc games console or Blu-ray compatible PC drive, there is no problem in viewing home movies right now on the HDTV screen. Simply plug in the HDMI connection and output direct from the camera to an HD ready TV equipped with an HDMI port – which the majority now are.

COMPATIBLE TODAY AND TOMORROW

Even for those who don't yet have the means to play Blu-ray disc on existing equipment, these camcorders are ideal. Both are multiformat + compatible and, like other Hitachi camcorders, can record to a range of the most popular 8cm DVD media in standard definition including DVD-RAM, DVD-RW, DVD-R and +RW, making them compatible with both the Full HD Blu-ray disc, and backwardly compatible with the most popular (and lower-cost) 8cm DVD formats.

And it's also worth pointing out to your customers who don't yet own an HD ready TV, the reminder from Roland Fritsch: "Even if you don't have the capability to view Full HD 1920x1080 on your TV at the moment, by capturing and saving your high definition footage to Blu-ray disc on board the camera itself, you can rest assured that your memories are stored in the highest possible resolution – for viewing in the future if you decide to upgrade your equipment."

It's an all-round story of maximum versatility across both standard format and High Definition recording, storage and viewing options, combined with a user-friendliness and simplicity that will appeal to a broad range of customers, from serious enthusiasts after the highest available quality, to travellers, holiday makers and general family users.



EVEN MORE TO OFFER

But the story doesn't end there: not only has Hitachi provided, in the DZ-BD70E Blu-ray Camcorder, the first 8cm Blu-ray disc camcorder with 1 hour of superb High Definition recording, or 2 hours in standard definition; but there is also the DZ-BD7HE, which brings the user benefits of Hitachi's highly successful "hybrid" HDD technology to the High Definition arena. The DZ-BD7HE has both the removable 8cm Blu-ray disc, and a built-in 30GB Hard Disc Drive (HDD), providing a further 4 hours' recording in High Definition, or 8 hours, standard definition.

Hybrid Blu-ray/HDD technology also offers an array of user convenience benefits such as: simple on-board editing with scene combination, special effects and delete facilities; fast creation of multiple Full HD Blu-ray discs for easy, convenient sharing with family and friends; burning discs in-camera without the need for a PC.

DEMONSTRATION WORKS!

Remember, the most compelling way to convey the user benefits of an outstanding, unique product is to demonstrate. Ask your customer to try the one-second quick start button, shoot some footage, check it out on the clear in-camera widescreen, experience the easy-to-use disc navigation facility, and see how easy it is to dub quickly from Hard Disk to 8cm disc – and, as a final clincher, plug in via the HDMI port to a large screen HD ready TV in-store, and let your customer experience the stunning quality of the HD footage there and then.

Blu-ray disc camcorder

checklist

Keep this checklist to summarise the benefits of the Hitachi Blu-ray disc camcorders:

- 8cm Blu-ray drive for Full HD recording and Multiformat+ DVD backward compatibility for standard definition recording
- 5.3 megapixel CMOS sensor, 10x digital zoom, 500x digital zoom
- Full HD video lens with auto shutter
- PICTURE MASTER Full HD advanced image processing
- USB 2.0 for high speed data transfer to PC
- SD card slot for digital still photos & photo capture from BD, DVD or HDD
- HDMI connectivity
- 2.7" true 16:9 widescreen LCD screen
- One-touch easy dubbing button to burn recordings to Blu-ray disc or multiformat+ DVD (BD7HE)
- One second quick start from standby – never miss a moment
- "EIS" Electronic Image Stabilisation for smoother recordings