

**Panasonic brings more to home cinematography
with 2015 range of 4K and Full HD Camcorders**

*Lineup includes 4K video recording, world-first High Dynamic Range¹ movie functionality
and Twin Camera capability*



Sydney, February 3, 2015 – Panasonic Australia has released new consumer camcorders equipped with 4K Video Recording and 4K Photo mode; plus High Dynamic Range (HDR) Movie functionality, a world first for Full HD consumer camcorders.

Panasonic’s 4K-capable camcorders deliver four times the resolution of Full HD, contained within a slim, compact body. HDR Movie Mode combines the best elements of two images taken with different exposures to create crisper, clearer videos.

In addition, the creative ‘Wireless Twin Camera’ feature allows the user to shoot different angles capturing two scenes simultaneously by using the camcorder screen and operating their Wi-Fi capable smartphone or tablet as a sub-camera.

Doug Campbell, Senior Product Manager, Imaging, Panasonic Australia, said: “Our new camcorders offer affordable 4K shooting, allowing families to capture their world in stunning cinematic quality. HDR recording ensures detail in both light and dark areas is preserved in high-contrast scenes, whether you are capturing blowing out the candles on the birthday cake or a beachside picnic.”

“For greater creative freedom when capturing memorable moments, the ‘Twin Camera’ lets the film maker put themselves in the scene, show crowd reactions, and capture both close-up and wide angle viewpoints.”

Model	RRP
HC-WX970 (4K)	RRP \$1,349
HC-VX870 (4K)	RRP \$999
HC-V770	RRP \$849
HC-W570	RRP \$599
HC-V270	RRP \$399
HC-V160	RRP \$299

The new models will be available in March 2015.

Key Features

4K Recording – HC-WX970 and HC-VX870

Panasonic’s new 4K camcorders offer a Leica Dicomar lens, an 8.29M back-illuminated sensor and the Crystal Engine 4K processor to capture magnificent home movies.

4K video (3,840 x 2,160) has four times the resolution of Full HD video, and provides images in extremely high detail. Even if this footage is exported to Full HD, it will still have better definition and crisper detail than images originally shot in Full HD. The 4K Photo mode allows single frames to be extracted from 4K video and printed in sharp detail up to A3 size.

The 4-Drive Lens System enables 20x optical zoom in 4K resolution; and high-speed, high precision Auto Focus (AF) technology means you can capture the action perfectly, even when a scene suddenly changes – with superior focusing speed, stability and tracking.

To support excellent imaging, the Leica Dicomar Lens renders crisp, sharp images, as well as producing distinctive nuances and subtle shading. The Crystal Engine Pro 4K processes the massive volume of 4K data quickly and accurately, and the noise reduction system achieves clear images with minimal noise even in low-light.

HDR Movie – HC-WX970, HC-VX870, HC-V770

High Dynamic Range (HDR) Movieⁱⁱ functionality is a world first for Full HD consumer camcorders. HDR Movie recording shoots 50 images per second, with 25 images exposing for highlights and 25 exposing for shadows, and combines these in real time. The result is a stunning, lifelike video with rich detail and balanced contrast between dark and light areas.

Twin Camera: one movie, two perspectives – HC-WX970, HC-W570



A sub camera placed on the edge of the camcorder's LCD monitor captures a second feed in a picture-in-picture format, with a $\pm 20^\circ$ tilt function, plus a 2x zoom on the HC-WX970.ⁱⁱⁱ This sub camera allows you to shoot different angles capturing two scenes simultaneously and layers the images onto one file with a Picture-In-Picture effect (PIP).

With the rotatable second camera you can get creative.

- Turn the sub camera towards yourself and effectively capture a selfie like experience. The person behind the lens can now be a part of those extra special family movies
- Turn the sub camera towards the side and capture the reaction to the main scene, great for soccer games capturing the crowd's reaction to that winning goal!
- Experience the action in close up detail with the main lens while turning the sub camera to capture a wide angle view of the entire scene. This is effective both for capturing different views of a performance, or playing back footage for coaching purposes.

The Twin Camera functionality also includes a practical back up function and Narration Mode. Back up enables the main camera image to be recorded separately so it can be played back by itself. The Narration Mode emphasises the camera user's voice so that crisp and clear commentary can be added to the movie without background noise.

Wireless Twin Camera - HC-WX970, HC-VX870, HC-V770, HC-W570

Use your Wi-Fi capable smartphone or tablet as the sub camera via the 'Wireless Twin Camera' mode, again providing a range of creative angles. Even though the HC-VX870 and HC-V770 don't have a built in

twin camera, they can still conveniently access this mode.

Baby Monitor - HC-WX970, HC-VX870, HC-V770, HC-W570, HC-V270

The Baby Monitor feature enables you to check on a sleeping baby in another room with the camcorder connected to your home network via a smartphone. You can speak to the baby using your smartphone, or have notifications sent to your device when your baby's cry, or another sound, is detected.

Perfectly balanced, all the time - HC-WX970, HC-VX870, HC-V770, HC-W570, HC-V270

The new camcorders ensure level, vibration free shooting, so those once in a lifetime opportunities are stable and sharp. Panasonic's Level Shot function automatically detects tilting and levels the image. The setting can be adjusted to one of three levels (OFF, Normal, Strong) depending on the shooting conditions. The HYBRID O.I.S.+ (Optical Image Stabiliser) uses five-axis correction to thoroughly suppress blurring, whether you're shooting wide-angle or powerful zoom shots, making it possible to capture crisp, clear images in almost every shooting situation.

High zoom and wide angle shooting - HC-WX970, HC-VX870, HC-V770, HC-W570, HC-V270, HC-V160

Panasonic's new camcorders incorporate amazing zoom performance. The HC-W570 and HC-V270 models boast a remarkable 50x optical zoom and 90x Intelligent Zoom, allowing you to get closer to the action, whether you're shooting beautiful scenery or recording your family playing sports. Users of the HC-V160 can also join in on the action, with access to 38x optical and 77x Intelligent Zoom. The HC-WX970, HC-VX870 and HC-V770 have a versatile 20x optical zoom.

Wide angle capabilities also allow film makers to include more people and more of the background in the frame for truly cinematic results. This is handy when you want to take a group photo in a small room, or fit your subjects in even when you are shooting from up close.

	WX970	VX870	V770	W570	V270	V160
Wide-Angle	30.8mm*	30.8mm*	29.5mm	28mm	28mm	32.3mm
Intelligent Zoom	25x*	25x*	50x	90x	90x	77x
Optical Zoom	20x	20x	20x	50x	50x	38x

* 4K

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[Redacted]

ⁱ In a consumer Full HD camcorder, as of January 5, 2015

ⁱⁱ Not available in 4K mode

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