



PRESS Release

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JVC's HD Everio Lineup Boasts Superior Full-HD Camcorders

Excellent low-light performance, image stabilization and optimized CMOS sensor,
plus enhanced functions

Toronto, Canada Jan 6th, 2011 - JVC Canada (Victor Company of Japan, Limited) announced today a new HD Everio camcorder line that offers a range of sophisticated features to deliver top-quality high definition video and unprecedented ease-of-use. The new line includes technologies that deliver outstanding low light performance, superior image stabilization and advanced scene analysis for optimum image quality. Other features found on most models include 40x optical zoom and touch panel LCD screens. What's more, the line's top model offers on-the-fly 2D-to-3D conversion for 3D viewing on the camcorder's LCD screen or any compatible TV.

"This is our most advanced HD Everio line ever and clearly demonstrates that not all Full HD camcorders are created equal," says Mario Anzini, JVC Canada Camcorder Marketing Manager. "Looking back at 35mm film cameras, if you had a single lens reflex model and a snapshot camera both using identical film and capable of the same resolution, all would agree that the SLR would produce a better quality image. Similarly, Full HD is merely a measure of resolution. Quality differences among Full HD camcorders result from the camcorders' optics and image sensors, which generate each pixel that creates the image. It's these components that set our new HD Everio line apart from other Full HD cams."

JVC's new HD Everio camcorders come with numerous performance features that result in superior image quality. Super LoLux made possible by the use of a large back illuminated CMOS sensor in selected models, enables brilliant images to be recorded in low light, while Advanced Image Stabilizer achieves superior image stabilization over a wide range. Intelligent AUTO instantaneously analyzes faces, brightness, color and distance to automatically select the best settings for the particular scene. Face Recognition allows certain faces to be given priority for focus and exposure, and great sound quality is assured with K2 technology featured in high-end audio components.

The HD Everio lineup also boasts a number of enhanced functions to make digital recording more fun and enjoyable. The list includes 40x Optical Zoom, plus 70x Dynamic Zoom in Standard Definition mode, a Touch Panel LCD for intuitive touch operation, Smile Meter and Smile Shot to make sure shots are filled with happy faces, Face Sub-Window to simultaneously record a group shot and a close-up of any face in the scene and Animation Effect to enliven recordings with animated graphics. Time-Lapse REC condenses hours of recordings into just a few seconds and Auto REC uses motion detection to start recordings automatically. Several HD Everio models also offer HD/SD

Dual Format Recording to choose between maximum quality or maximum compatibility.

The two top-end models feature JVC's new GT Lens, which is optimized for the large 1/2.3" back-illuminated CMOS sensor in both models, plus a new image-processing engine "FALCONBRID", 3.5" Full Screen Touch Panel with 920k pixels, superior anti-shake in wide mode with Enhanced Advanced Image Stabilizer, and Bluetooth® wireless technology for connection to wireless devices, such as smartphones for synching videos and photos with Google Maps™. One model even offers a new 2D-3D Conversion function to view 2D footage in 3D impact on the camcorder's LCD monitor without having to wear 3D glasses, or on a compatible TV monitor.

All models come with software for image management, editing and sharing. In most models, the Everio MediaBrowser 3 application for Windows® is provided in the camera, eliminating the need for manual installation from a disc. MediaBrowser 3 enables full-fledged video and still image editing, plus uploading to Facebook or YouTube™ in just a few clicks.

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Except for the historical information contained herein, this news release contains forward-looking statements. These involve risks and uncertainties that could cause actual results to vary or differ materially from those projected.

About JVC Canada Inc.

JVC Canada Inc, is a wholly-owned subsidiary of Victor Company of Japan Ltd., with branches located in Toronto, Vancouver, and Ottawa, JVC distributes a complete line of video and audio equipment, including high definition displays, camcorders, DVD players and recorders, satellite systems, home and portable audio equipment, mobile entertainment products and recording media. For further product information, visit JVC's Web site at <http://www.jvc.ca> or call 1-866-293-1311

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