

**JVC Canada Inc**

21 Finchdene Square  
Scarborough, Ontario M1X 1A7

TELEPHONE: 1-888-293-1311

FAX: 416-297-4422

URL: <http://www.jvc.ca>

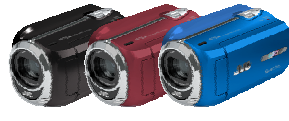
Contact: Mario Anzini

Product and Sales Manager (Video Products)

## JVC Introduces New Line-up of eight Everio Camcorders



**MS  
Serie**



**MG  
Serie**



**HM  
Serie**



**HD  
Serie**

JVC's new Everio camcorder line-up comprises four high-definition models (including two on right above) and four standard definition models (two on left) in a selection of three glossy body colors.

**January 7<sup>th</sup>, 2009 - Las Vegas, NV** - JVC announces the launch of a full line-up of new Everio camcorders for the 2010 season, suiting all needs with a diverse eight-model selection of high- and standard-definition models equipped for versatile, high-quality recording onto a variety of media, including internal hard disk drives, flash memory and/or SD/SDHC cards.

Some of the many new features in the 2010 Everio line-up include exciting upgrades for enhanced image quality, such as Super LoLux and Advanced Image Stabilizer, plus features for advanced shooting, including Time-Lapse REC and Auto REC, underscoring JVC's continuing commitment to Everio quality. At the top end of the line is new high definition model with new, more advanced image sensor and built-in Bluetooth<sup>®</sup> wireless technology.

Super LoLux improves low-light sensitivity to capture clear images with precise colors even in low-light environments. Super LoLux is made possible by a back-illuminated CMOS sensor incorporated in selected HD models and a high-sensitivity 1/6" CCD in standard-definition models.

Advanced Image Stabilizer ensures steady images even while walking, and is especially effective when shooting bright scenes from full wide to 5x zoom. Available on all models, Advanced Image Stabilizer uses a wide-angle image sampling area that is four times larger than those of conventional systems.

Time-Lapse REC is a sophisticated but easy-to-use feature for time-lapse shooting in 1- to 80-second intervals, enabling hours-long segments to be reduced to seconds, such as the continuous recording of changing sky patterns spanning an entire day.

Auto REC automatically begins recording when a person or other moving subject enters the picture and the luminance changes, a great convenience for home surveillance, monitoring a baby, recording wildlife, taking group shots (instead of using a self-timer) and more.

Digital files created with these new Everio camcorders can be easily shared in a variety of popular formats with the enhanced Everio MediaBrowser software for Windows<sup>®</sup>, which now provides automatic conversion of HD and SD videos for immediate sharing with YouTube<sup>™</sup>, including both down-conversion and up-conversion. Files also can be directly exported to iTunes<sup>®</sup> and synced with an iPod<sup>®</sup> or iPhone<sup>®</sup>, or burned to DVD, all with just a few mouse clicks using the Everio MediaBrowser application.

New feature exclusive to the new Everio high-definition models start with a KONICA MINOLTA HD LENS, currently one of the world's smallest and slimmest HD lenses, offers 30x optical magnification, the top level zoom ratio for a high-definition camcorder lens on the market today.

Everio high-definition memory models automatically switch between two internal media for continuous, uninterrupted recordings. Users can shoot seamless, drop-out-free recordings using dual SD Cards or flash memory. HD-model enhancements also include Face Flow Thumbnail, which displays thumbnails from a particular section of a video by automatically selecting and zooming into human faces.

The 2010 Everio series features an original vertically oriented design to create an especially appealing appearance when the models are stood up vertically. This fashionable design concept is also highly practical, making it extra easy to carry around these slim-body camcorders. Portability has been further enhanced with a redesigned grip belt that now works in two handy ways, as a conventional handle-style grip when both ends are snapped in place or as a strap when one end of the belt is released. The series offers three distinctively glossy body colors — black, red and blue.

Microsoft<sup>®</sup> and Windows<sup>®</sup> are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. iTunes, iPod, and iPhone are trademarks of Apple Inc. registered in the United States and other countries. YouTube and the YouTube logo are trademarks and/or registered trademarks of YouTube LLC. The SD and SDHC logos are trademarks of the SD Card Association. All brand names are trademarks, registered trademarks, or trade names of their respective holders.

#### 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 1-888-293-1311.

# # #

## 2010 Everio Lineup Specifications

<b>GZ-HM550</b> <b>HD Memory Camcorder</b>	<b>HD Everio</b> Color ■
<ul style="list-style-type: none"><li>• 32GB Internal Flash Memory and SD/SDHC card slot</li><li>• 1/2.3" 10.62 Megapixel Back-illuminated CMOS Sensor</li><li>• 9.3 Megapixel Stills with no interpolation</li><li>• 16x Dynamic Zoom<sup>†</sup> (KONICA MINOLTA HD LENS)</li><li>• Bluetooth<sup>®</sup> Wireless Technology</li><li>• Super LoLux</li><li>• Advanced Image Stabilizer</li><li>• Time-Lapse REC &amp; Auto REC</li><li>• Up to 600fps Ultra High-Speed Video Recording</li><li>• Up to 60fps 5.7 Megapixel Stills Continuous Shooting</li><li>• One Touch Export*</li><li>• One Touch Upload to YouTube™* (HD Compatible)</li><li>• Direct DVD Creation with SHARE STATION<sup>®</sup></li><li>• Seamless Recording over two media</li><li>• Face Detection &amp; Face Flow Thumbnail</li><li>• Auto Flash &amp; Auto Illumi. Light</li><li>• Laser Touch Operation</li><li>• 2-Way Grip Belt</li><li>• Everio MediaBrowser</li></ul>	
<sup>†</sup> 15x when Advanced Image Stabilizer set to ON	




<b>GZ-HD620</b> <b>HD Hard Disk Camcorder</b>	<b>HD Everio</b> Color ■
<ul style="list-style-type: none"><li>• 120GB Built-in HDD and microSD/SDHC card slot</li><li>• 1/4" 3.32 Megapixel Back-illuminated CMOS Sensor</li><li>• 30x Optical Zoom (KONICA MINOLTA HD LENS)</li><li>• Super LoLux</li><li>• Advanced Image Stabilizer</li><li>• Time-Lapse REC &amp; Auto REC</li><li>• One Touch Export*</li><li>• One Touch Upload to YouTube™* (HD Compatible)</li><li>• Direct DVD Creation with SHARE STATION<sup>®</sup></li><li>• Face Detection &amp; Face Flow Thumbnail</li><li>• Auto Illumi. Light</li><li>• Laser Touch Operation</li><li>• 2-Way Grip Belt</li><li>• Everio MediaBrowser</li></ul>	


<b>GZ-HD500</b> <b>HD Hard Disk Camcorder</b>	<b>HD Everio</b> Color ■
<ul style="list-style-type: none"><li>• 80GB Built-in HDD and microSD/SDHC card slot</li><li>• 1/5.8" 1.37 Megapixel CMOS Sensor</li><li>• 20x Optical Zoom (KONICA MINOLTA HD LENS)</li><li>• Advanced Image Stabilizer</li><li>• Time-Lapse REC &amp; Auto REC</li><li>• One Touch Upload to YouTube™* (HD Compatible)</li><li>• Face Detection &amp; Face Flow Thumbnail</li><li>• Laser Touch Operation</li><li>• 2-Way Grip Belt</li><li>• Everio MediaBrowser</li></ul>	

<b>GZ-HM300</b> <b>HD Memory Camcorder</b>	<b>HD Everio</b> Color ■
<ul style="list-style-type: none"> <li>• Dual SD/SDHC card slot</li> <li>• 1/5.8" 1.37 Megapixel CMOS Sensor</li> <li>• 20x Optical Zoom (KONICA MINOLTA HD LENS)</li> <li>• Advanced Image Stabilizer</li> <li>• Time-Lapse REC &amp; Auto REC</li> <li>• One Touch Upload to YouTube™* (HD Compatible)</li> <li>• Seamless Recording over two media</li> <li>• Face Detection &amp; Face Flow Thumbnail</li> <li>• Laser Touch Operation</li> <li>• 2-Way Grip Belt</li> <li>• Everio MediaBrowser</li> </ul>	

<b>GZ-MG750</b> <b>Hard Disk Camcorder</b>	<b>Everio</b> Color ■■■
<ul style="list-style-type: none"> <li>• 80GB Built-in HDD and microSD/SDHC card slot</li> <li>• 1/6" 800K-pixel CCD</li> <li>• 45x Dynamic Zoom (KONICA MINOLTA LENS)</li> <li>• Super LoLux</li> <li>• Advanced Image Stabilizer</li> <li>• Time-Lapse REC &amp; Auto REC</li> <li>• One Touch Export*</li> <li>• One Touch Upload to YouTube™* (HD Compatible)</li> <li>• Direct DVD Creation with SHARE STATION®</li> <li>• Auto Illumi. Light</li> <li>• Laser Touch Operation</li> <li>• 2-Way Grip Belt</li> <li>• Everio MediaBrowser</li> </ul>	

<b>GZ-MS250</b> <b>Hard Disk Camcorder</b>	<b>Everio</b> Color ■
<ul style="list-style-type: none"> <li>• 32GB Internal Flash Memory and SD/SDHC card slot</li> <li>• 1/6" 800K-pixel CCD</li> <li>• 45x Dynamic Zoom (KONICA MINOLTA LENS)</li> <li>• Super LoLux</li> <li>• Advanced Image Stabilizer</li> <li>• Time-Lapse REC &amp; Auto REC</li> <li>• One Touch Export*</li> <li>• One Touch Upload to YouTube™* (HD Compatible)</li> <li>• Auto Illumi. Light</li> <li>• Laser Touch Operation</li> <li>• 2-Way Grip Belt</li> <li>• Everio MediaBrowser</li> </ul>	

<b>GZ-MS230</b>	<b>Everio</b>
<b>Memory Camcorder</b>	Color   
<ul style="list-style-type: none"> <li>• 8GB Internal Flash Memory and SD/SDHC card slot</li> <li>• 1/6" 800K-pixel CCD</li> <li>• 45x Dynamic Zoom (KONICA MINOLTA LENS)</li> <li>• Super LoLux</li> <li>• Advanced Image Stabilizer</li> <li>• Time-Lapse REC &amp; Auto REC</li> <li>• One Touch Export*</li> <li>• One Touch Upload to YouTube™* (HD Compatible)</li> <li>• Auto Illumi. Light</li> <li>• Laser Touch Operation</li> <li>• 2-Way Grip Belt</li> <li>• Everio MediaBrowser</li> </ul>	

<b>GZ-MS110</b>	<b>Everio</b>
<b>Memory Camcorder</b>	Color 
<ul style="list-style-type: none"> <li>• SD/SDHC Card Slot</li> <li>• 1/6" 800K-pixel CCD</li> <li>• 45x Dynamic Zoom (KONICA MINOLTA LENS)</li> <li>• Super LoLux</li> <li>• Advanced Image Stabilizer</li> <li>• Time-Lapse REC &amp; Auto REC</li> <li>• One Touch Upload to YouTube™* (HD Compatible)</li> <li>• 2-Way Grip Belt</li> <li>• Everio MediaBrowser</li> </ul>	

\* Using bundled Pixela software for Windows®

## Recording Times of Storage Media

### High Definition Models

Mode	120GB HDD	80GB HDD	32GB Flash	16GB Flash	32GB SDHC Card
UXP	11hr	7hr 20min	2hr 55min	1hr 25min	2hr 40min
XP	15hr	10hr	4hr 5min	2hr	4hr
SP	21hr	14hr	5hr 50min	2hr 55min	5hr 52min
EP	50hr	33hr	14hr 40min	7hr 20min	14hr 40min

### Standard Definition Models

Mode	80GB HDD	32GB Flash	8GB Flash	32GB SDHC Card
Ultra	19hr	7hr 30min	1hr 50min	7hr 30min
Fine	28hr 20min	11hr 20min	2hr 45min	11hr 20min
Norm	37hr 40min	15hr	3hr 40min	15hr
Eco	100hr	40hr	9hr 50min	40hr