



PRESS Release

JVC Canada Inc.
21 Finchdene Square
Toronto, Ontario, M1X 1A7
Tel: (416) 293-1311 Fax: (416) 297 4422
www.jvc.ca

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Contacts:

Mario L Anzini

JVC Canada Inc.

Tel: 1-(888) 293-1311 Ext. 223

Fax: (416) 297-4422

Email: mario.anzini@jvc.ca



New Nine-Megapixel JVC Everio X Hybrid Camera Simultaneously Shoots Full HD Video and Digital Stills

Small, light all-in-one camera also shoots slow-motion video and high-speed stills.

LAS VEGAS, March 3, 2009 – JVC today announced a new dual-use camera that shoots high definition video and high resolution digital still images. The new hybrid Everio GZ-X900, or Everio X, is a small, light, all-in-one camera that offers the powerful shooting combination of Full HD video and nine - megapixel still photos, plus creative shooting functions such as slow motion video and high speed “motor drive” still photography.

Highlights of the new JVC Everio X include:

- The camera is small enough to slip into a shirt pocket and at just 0.66 pounds is one of the lightest cameras that can shoot 1920 x 1080 Full HD AVCHD video;
- Shoots nine-megapixel (no interpolation) digital stills and Full HD video with 1000 TV lines of horizontal resolution – close to the theoretical maximum horizontal resolution for 1920 x 1080 high definition video for no-compromise images;
- 10x slow motion shooting plays back 2.4 seconds of recorded video over 24 seconds;
- Up to six nine-megapixel stills can be shot at 15 images per second – faster than what digital SLRs can achieve;
- Simultaneous five-megapixel digital still shooting while recording Full HD video – photos can be shot at shutter speeds as fast as 1/4000 second without interrupting video recording;
- Records video and stills to SDHC memory cards.

The new Everio X was designed for the consumer who wants to shoot high quality digital stills and HD video, but wants the convenience of a single camera. While most conventional video camcorders shoot digital stills and most digital still cameras shoot video, the secondary capabilities of these cameras don't offer sufficient quality for many users. Everio X solves that dilemma by providing high quality stills and top quality HD video.

Unique Design

The design of Everio X is a distinct departure from other camcorders, including other Everio models. About the size of a chunky smart phone, Everio X is a slab-sided rectangle without the handgrip, protrusions or indentations found on most camcorders. The design allows plenty of flexibility in how the camera is held – from below, above, or whatever suits the situation and the user's preference. There are top-mounted zoom and record buttons, and a second set next to the LCD screen for additional shooting flexibility. The camera is black with silver accents, with the right side featuring a textured carbon fiber-like finish to provide a secure grip and resist smudges.

Small enough to easily slip into a pocket or purse, Everio X weighs just 0.66 pounds (including the internal battery and a memory card) and measures 2.6 inches tall, 4.88 inches long and just 1.46 inches wide.

1000 TV Lines of Full HD and Nine-Megapixel Stills

A 10.3-megapixel CMOS sensor is at the heart of the camera's superior image quality. The high quality nine-megapixel digital still photos the camera shoots correlate directly to the un-interpolated performance of this 1/2.33-inch CMOS sensor. For the first time ever, it is also the source of 1920 x 1080/60i Full HD AVCHD format video. The camera records at a stunning 1000 TV lines of horizontal resolution – close to the theoretical maximum of 1920 x 1080 Full HD.

JVC's new proprietary optical image stabilization (OIS) technology applies camera shake compensation optically at the Everio X lens entrance to ensure effectiveness throughout the zoom range and allow high quality shooting without a tripod. Everio X also uses a new KONICA MINOLTA HD LENS with a 5X optical zoom.

Further contributing to the camera's high image quality is JVC's HD Gigabrid Premium image processing engine. In addition, face detection technology assures accurate focus and exposure, and HDMI™ V.1.3 with x.v.Color™ provides increased color accuracy when connected to HDTV displays.

10x Slow Motion Shooting, High-Speed Motor Drive Stills

Slow motion video recording is a key Everio X feature. The camera's high-speed recording function shoots ultra-slow motion video. Any one of three speeds – 120 frames per second (fps), 300fps and 600fps – can be selected; the faster the recording speed, the slower the playback motion. With this function, approximately four-second bursts of video are recorded that are then played back over a period of up to 24 seconds, a maximum of 10 times longer than normal speed.

Recording speed	Image size	Recording time	Playback time
600fps	640 x 72 pixels	Approx. 2.4 sec.	Approx. 24 sec. (10x)
300fps	480 x 116 pixels	Approx. 4 sec.	Approx. 20 sec. (5x)
120fps	480 x 270 pixels	Approx. 8sec.	Approx. 16 sec. (2x)

In the still mode, Everio X offers high-speed shooting, similar to the motor drive function found in some mechanical still cameras. As many as six nine-megapixel photos can be shot at up to 15 images per second, a speed that surpasses what's offered by typical nine-megapixel DSLR cameras. Everio X also allows shooting of 1920 x 1080/60i Full HD video and fully 5.3 megapixel stills at the same time — a unique advantage of this all-in-one camera. While recording video, photos can be shot at shutter speeds as fast as 1/4000 second without interrupting video recording.

5 Mega simultaneous still mode	Shooting speed	Maximum limit
High speed	60 images / sec.	11 images
Medium speed	11 images / sec.	11 images
Low speed	4 images / sec.	No limit

Global Sharing

With the worldwide explosion of interest in video sharing, Everio X offers easy solutions for distribution. A One Touch Export function provided by bundled software for Windows® makes it easy to export videos into iTunes® for playback on an iPod® or iPhone®. And the One Touch Upload function, when used with the included software for Windows, simplifies uploading videos to YouTube™.

The DVD Creation function makes it easy to transfer video to a disc for archiving or sharing. Create a disc directly from the camera using the JVC Everio CU-VD50 burner/player or CU-VD3 burner SHARE STATION. Other direct storage solutions include third party external hard disk drives from LaCie and Seagate, and an external Blu-ray Disc Burner from LaCie.

About JVC Canada Inc.

JVC Canada Inc, is a wholly-owned subsidiary of Victor Company of Japan Ltd., with branches located in Vancouver, Ottawa, Montreal, Halifax. 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.

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Specifications

Model name	GZ-X900
Video / Audio recording and playback format	AVCHD H.264 / Dolby Digital (AC3) 2ch
Image sensor	1/2.33" CMOS 10.3 Megapixel
Lens Video	F Wide(3.4)-Tele(5.6): f=6.7mm-33.5mm (35mm lens equiv.: 46.5mm-232.5mm) Optical 5x Zoom (digital 35x zoom)
Lens Still	F Wide(3.4)-Tele(5.6): f=6.7mm-33.5mm (35mm lens equiv.: 38mm-190mm) Optical 5x Zoom (digital 35x zoom)
Microphone	Stereo
Monitor	207 k-pixel 2.8-inch color LCD (16:9 wide screen)
Still format	JPEG (supports DCF, DPOF and PRINT Image Matching III)
Flash Distance	5 meters
Interfaces on camcorder	HDMI™ (V.1.3 with x.v.Color™) output, USB mini-connector, SD card slot, DC-in
Interfaces on docking station	USB mini-connector, AV output (φ3.5mm mini plug) terminal, component output, DC-in
Power source	(AC adapter) DC 11.0V, 1A (Battery) DC 7.2V 705 mAh
Approx. power consumption	3.7 W
Dimensions (W x H x D)	1.46 x 2.60 x 4.88 inches 37 x 66 x 124 mm
Approx. weight	0.54 lb (246g)
Approx. weight with Memory and battery	0.66 lb (298g)

Record Times

Record Mode	AVCHD			
	1920x1080			
	UXP	XP	SP	EP
SD Card 4-32GB (32GB shown)	2 hr 40 min.	4hr	5 hr 52 min.	14 hr 40 min
System Bit Rate (VBR) Ave.	24 Mbps	17 Mbps	12 Mbps	5 Mbps

Continuous shooting time and typical shooting time are approximate. To record video, a SDHC card with Class 4 or higher performance is required. SDHC memory cards (up to 32GB) have been tested for the following brands: Panasonic, Toshiba, SanDisk, ATP. Note that using other media may result in recording failure or data loss. Digital Stills can be recorded on both SD and SDHC memory cards.

Approx. continuous shooting time (typical time including zoom in parentheses)

BN-VF908 705 mAh

XP mode	1 hour 15 minutes (40 minutes)
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Everio X Still Modes

16:9	3456 x1944, 3072x1728, 2592x1456, 1920x1080, 1280x720
4:3	3456x2592, 3072x2304, 2592x1944, 1600x1200, 640x480

Everio X Still capacity (at highest resolutions)

			2GB	4GB	8GB	16GB	32GB
16:9	3456 x1944	Fine	640	1270	2570	5180	9999
		Standard	1030	2030	4090	8260	9999
4:3	3456x2592	Fine	480	960	1930	3900	7810
		Standard	770	1510	3050	6170	9999