



PRESS Release

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)

PICSIO GC-FM1

JVC Launches Pocket Camera Boasting Non-interpolated 8 Megapixel Stills, 1080P Full HD Video Recording with Image Stabilization

Fuses Simple Operation, Easy Sharing Through Websites, with High-Quality Imaging Made Possible by JVC Camcorder Experience



PICSIO

October 9th, 2009 — TORONTO, Canada JVC is introducing the new PICSIO GC-FM1, the company's first entry in the fast-growing pocket cam market. This pocket-sized camera is meant to satisfy those who want to enjoy the carefree shooting and easy sharing capabilities of a pocket cam coupled with high picture quality to assure recordings won't look obsolete when viewed a few years later. Specifically, PICSIO shoots 8 Megapixel native resolution stills without interpolation, and records 1080P Full HD video for remarkable results even when

viewed on an HDTV. Viewing is made simple thanks to HDMI™ connection. Videos are recorded in .MOV format to assure direct playability in a variety of environments, and storage is on readily-available SD/SDHC memory cards (not provided). Unique among pocket cams, PICSIO is equipped with an Image Stabilizer to enable shooting of images with minimal camera-shake, even when the 4x Digital Zoom is engaged. To offer the right choice for a variety of users, this model will be available in three color variations — Black Ice, Blue Steel, and Purple Passion.



Great Looking Images — Still or Moving

People expect higher picture quality from a video camera specialist such as JVC, and PICSIO does not disappoint. Using an 8 Megapixel CMOS image sensor to capture JPEG stills with up to 8 Megapixel native resolution, PICSIO delivers excellent results when printed out or viewed on-screen. Switch to Video mode, and PICSIO will record 1080P Full HD video that you can enjoy watching on an HDTV. And since people are bound to use PICSIO in a variety of situations, it is equipped with a range of modes from which to select.

Video Recording

Mode	Image Size	Frame Rate
1080p	1440 x 1080p	30 fps
720p	1280 x 720p	60 fps
VGA	640 x 480p	60 fps
QVGA	320 x 240p	30 fps

Still Recording

Mode	Image Size	Aspect Ratio
8 M	3264 x 2448	4:3
5 M	2592 x 1944	4:3
2 M	1600 x 1200	4:3
0.3 M	640 x 480	4:3



When shooting videos, PICSIO's Image Stabilizer engages to allow recording of movie clips with fewer jitters and shakes. Since PICSIO is equipped with HDMI™, watching Full HD video pictures on an HDTV is as easy as connecting a single cable.

So Easy to Use — Master it Right Away

There are no lengthy menus to scroll through. Most people will probably master it without even having to look at the instruction manual. Controls are very up-front and self-explanatory, so even people who normally would shy away from camcorders will have no problem here.



Power (on/off), Playback, Delete, Video/Still mode switching, and Thumbnail display mode all have their own individual buttons. The 4-way controller comfortably positioned in the middle controls Zoom (by pressing up/down), flipping through Images (by pressing left/right), and Record start/stop (the centre button).

Connectors include HDMI™ out (Mini), AV out, and USB 2.0/1.1. The unit charges via USB connection, so it automatically charges up whenever you connect it to transfer your videos and pics to a PC. USB Cable, AV Cable, Hand Strap and PC Software are provided with the unit.

Easy to Share — Social Network Compatible

PICSIO videos are recorded in MPEG-4 AVC/H.264 format and stored as .MOV files. This common format assures that PICSIO videos can be imported directly into various applications without the need for time-consuming and potentially damaging conversion.



People who wish to share their day-to-day as well as their special events to a worldwide

audience through social networks will find PICSIO an ideal tool.

PICSIO Feature Highlights

- Stylish Pocket-Fitting Design in Choice of Colors
- “Menu-less” Simple & Easy Operation
- Direct Sending to iTunes®/YouTube™ (.MOV file)
- Image Stabilizer
- 8 Megapixel Still Image Recording
- 1080P/30fps HD Video Recording
- 4x Digital Zoom
- Convenient USB Battery Charging
- HDMI™ and AV Output Terminal
- SD/SDHC Card Compatible (up to 32GB)
- 2.0” Color LCD

HD 8 MEGA
1080P REC PIXEL

SD (())
HC

HDMI
HIGH DEFINITION MULTIMEDIA INTERFACE

You Tube Compatible
One Touch Upload with iTunes®

Specifications

Camera	Image Sensor	8 Megapixel CMOS
	Lens	F2.8, fixed focus (x1)
	Zoom	Digital 4x
	Image Stabilization	Digital Image Stabilizer (Video mode only)
Recording media		SD/SDHC Card (not provided)
Monitor		2.0” Color LCD
Video Recording	Mode	1080p: 1440 x 1080p / 30fps / 12Mbps, 16:9 720p: 1280 x 720p / 60fps / 12Mbps, 16:9 VGA: 640 x 480 / 60fps / 4Mbps, 4:3 QVGA: 320 x 240p / 30fps / 0.7Mbps, 4:3
	Format	Video: MPEG-4 AVC / H.264: MOV, Audio: AAC
Still Recording	Mode	8M: 3264 x 2448, 4:3 5M: 2592 x 1944, 4:3 2M: 1600 x 1200, 4:3 0.3M: 640 x 480, 4:3
	Format	JPEG
Connectors		HDMI™ out (Mini), AV out, USB 2.0/1.1
Others		PC Software and Instruction Manual (pre-installed in internal memory), Microphone (mono), Speaker (mono)
Continuous Operation Time		Approx. 96 minutes
Provided Accessories		USB Cable, AV Cable, Hand Strap
Dimensions (W x H x D)		53.0mm x 97.0mm x 17.0mm
Weight		Approx. 95 g

Notes:

SD/SDHC card is not supplied. To record video, an SDHC card with Class 4 or higher performance is required. Digital stills can be recorded on both SD and SDHC cards. SD memory cards (256MB to 2GB) and SDHC memory cards (4GB 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. Recording time figures are estimations. There may be cases where actual recording time becomes shorter depending on the type of content being recorded.

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About JVC Canada Inc.

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