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## **JVC Pursues Ultimate Picture Quality with New Everio Camcorder, GZ-HM1**



**January 7<sup>th</sup>, 2009 – Las Vegas, NV** - JVC announces the launch of the new GZ-HM1 Everio camcorder offering a full slate of technologies to optimize picture quality. GZ-HM1 makes further improvements on their previous widely acclaimed GZ-HM400, boosting performance in three key areas — low light performance, camera-shake compensation, and digital stills. As a result, GZ-HM1 turns out to be an ideal imaging solution for high-end enthusiasts and semi-professionals.

In the area of low light performance, GZ-HM1 provides superior results by virtue of a new CMOS sensor that boosts sensitivity to 4 Lux (compared to 9 Lux for the previous GZ-HM400) for brilliant recording of 1920 x 1080 Full HD videos. Conventionally camera-shake compensation has focused on effectiveness in high zoom ratios. But in real life, camera-shake occurs also at wide angle, especially when the camcorder user is moving along with the subject. JVC uses prism technology to provide effective results in such usage situations. When it comes to still photography, GZ-HM1 is able to deliver real 10 Megapixel stills that are truly detailed by virtue of its high sensitivity.

1/2.3-inch 10.62 Megapixel Back-illuminated CMOS Sensor dramatically increases sensitivity to low light, enabling recording of high quality images even in light-deficient locations. Back-illumination technology succeeds in moving the circuitry within the CMOS chip to a layer behind the photo diodes, thereby avoiding loss of incoming light as would be the case with conventional CMOS sensors. This efficient gathering of light increases the ability to obtain visual information, which translates into higher picture quality being available at the camcorder even in low light situations.

Optical Image Stabilization system with Advanced Image Stabilizer provides effective camera-shake compensation in a variety of situations. Optical Image Stabilization system uses two prisms within the lens housing to optically compensate for vertical and lateral camera shake; together they are able to effectively reduce the effects of shake in any direction. This JVC-original system is enhanced by Advanced Image Stabilizer which improves compensation especially in the wide angle range, providing a stable image even if the user is walking while shooting.

Real 10 Megapixel Stills with ISO6400 sensitivity enable the user to capture pristine digital stills with high resolution, even if the lighting is less than ideal. The densely packed pixels of the 10.62 Megapixel CMOS sensor translate into smooth and realistic images without any sense of pixilation or gaps between

pixels, for a look similar to film photography. ISO6400 high sensitivity is assurance that even in dark situations the image will look sharp and detailed.

To enable users to explore visually with high quality images, GZ-HM1 also offers creative shooting functions including Time-Lapse REC to easily record in intervals ranging from 1 to 80 seconds. When played back, hours-long segments will be reduced to mere seconds. Also available is high-speed recording at up to 600 frames per second, allowing Ultra-Slow Motion Playback for observation and analysis, such as a golf swing.

Digital files created with this new Everio camcorder 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 videos for immediate sharing on YouTube<sup>™</sup> at HD or SD resolution. 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 same Everio MediaBrowser application.

HD Everio has always been at the forefront of high quality personal videography. With the latest GZ-HM1 Everio camcorder, people will be able to experience just how far the quest for quality can take them.

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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, 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.

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Attachment

**Feature List**

**GZ-HM1**

**HD Memory Camcorder**

- 64GB Internal Flash Memory and SD/SDHC card slot
- 1/2.3" 10.62 Megapixel Back-illuminated CMOS Sensor
- Real 10 Megapixel Stills with ISO6400 High Sensitivity
- Optical Image Stabilization System with Advanced Image Stabilizer
- 16x Dynamic Zoom<sup>†</sup> (KONICA MINOLTA HD LENS)
- Time-Lapse REC
- High-Speed Recording (600fps) for Ultra-Slow Motion Playback
- 15fps 10 Megapixel Motor Drive Shooting
- Simultaneous Recording of Full HD Video and 5.7 Megapixel Stills
- K2 Technology for High-Quality Audio
- Shooting-Oriented Design
  - Seesaw-Style Zoom Lever
  - Direct Control Buttons & Multi-Function Control
  - Accessory Shoe, Headphone Out, Mic In
- One Touch Export\*
- One Touch Upload to YouTube™\* (HD Compatible)
- Direct DVD Creation with SHARE STATION®
- Face Detection
- Auto Flash & Auto Illumi. Light
- Laser Touch Operation
- Everio MediaBrowser

<sup>†</sup>15x when Advanced Image Stabilizer set to ON

\* Using bundled Pixela software for Windows®

**Recording Times and number of storable Still Images of Storage Media**

Rec Modes	Internal Memory	SDHC Card (not provided)			
	64GB	32GB	16GB	8GB	4GB
UXP (Avg. 24Mbps)	5hr 54min	2hr 40min	1hr 20min	40min	20min
XP (Avg. 17Mbps)	8hr 21min	4hr	2hr	1hr	30min
SP (Avg. 12Mbps)	11hr 49min	5hr 52min	2hr 56min	1hr 28min	42min
EP (Avg. 5Mbps)	29hr 34min	14hr 40min	7hr 20min	3hr 40min	1hr 48min
10M Digital Stills	9999	9999	5550	2770	1380