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JVC TO INTRODUCE VIDEO/STILL HYBRID CAM THAT PUTS PRO SHOOTING CAPABILITIES INTO ANYONE'S HANDS: GC-PX10

JVC's GC-PX10 takes 12 Megapixel stills, Progressive Full HD video sampled at 36 Mbps, and super-slow motion with 300 fps high-speed recording, powered by FALCONBRID imaging engine.



Toronto, Canada, September 1st, 2011 — JVC (Victor Company of Japan, Limited) is launching the new GC-PX10 digital memory camera to select markets around the world. This camera is capable of satisfying users both in terms of digital still photography and video recording, and offers unique advantages of being a “hybrid” camera. In addition to being able to take 12 Megapixel stills and Full HD video with a single camera, it also lets users capture pristine stills from video. Since video is recorded in progressive format, with an amazingly fast 36 Mbps sampling rate to enable the intake of larger amounts of visual data, each frame of video is a crystal clear still image without blur. Adding to its appeal are consecutive still shooting at 60 shots per second, as well as high-speed video shooting at 300 frames per second to yield super-slow motion footage. Its design emphasizes stable shooting of both still and moving images, thus featuring an “L” shape similar to SLR cameras (but with much less bulk) to encourage two-handed holding.

GC-PX10 was created based on a single premise — that beautiful video consists of a series of beautiful still images. This camera succeeds in putting both beautiful moving and still images into the hands of virtually anyone. Video is Full HD 1920 x 1080, but more importantly, Progressive recording means each individual frame offers complete visual information unlike interlace in which each frame only includes half the visual information. And since the sampling rate is an extremely fast 36 Mbps, the visual information included in each frame is extremely clear and detailed. What this means for the user is that he or she can shoot hours of video and later go back to pick out any moment and save it as a high quality still image — just by pressing a button. With this function, anybody can take impressive “hero shots” that would otherwise be missed, like ensuring a return on your investment.

Of course, the camera allows digital still shooting in real time also, with up to 12 Megapixel resolution (4000 x 3000). An ISO6400 mode is available for increased sensitivity when shooting in dark environments. Rapid-fire still shooting is also possible (3840 x 2160), at 60 shots per second, up to 130 shots total per burst. This actually surpasses the capabilities of other Digital SLR cameras currently on the market.

Super-slow motion is an effective tool for analyzing form and technique of athletes. GC-PX10 can shoot video at 300 frames per second, which when played back, slows movement down to 5-times normal speed. Image resolution is VGA (640 x 360), making it more than sufficient for online posting and viewing. But more importantly, this camera allows this mode to be used for up to approximately 2 hours straight. So, to offer an extreme example, it's possible to record an entire soccer game in super-slow motion.

Key to all of this visual capability is JVC's high-speed imaging engine, FALCONBRID. This JVC-original processor was released in December 2010 and has since been featured as the core technology in JVC's 3D camcorder GS-TD1, as well as the latest Everio lineup. In terms of performance, FALCONBRID is a next-generation ready 1-chip technology that's actually capable of processing 4K2K images. As such, it is readily able to handle the high-speed processing of both high-resolution moving and still images required for GC-PX10. Other support technologies that went into the GC-PX10 include the 1/2.3" 12.75 Megapixel Back-Illuminated CMOS sensor, Optical Image Stabilization with Advanced Image Stabilizer function, KONICA MINOLTA HD LENS, 19x Dynamic Zoom* with no image degradation when zoomed, K2 technology for high quality sound, 32GB internal memory, tiltable 3" Touch Panel monitor, HDMI output, and bundled LoLoScope FX software (for Windows®).

GC-PX10 is scheduled for launch in September.

*18x when Advanced Image Stabilizer set to ON.

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.

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About JVC Canada Inc.

JVC Canada Inc, is a wholly-owned subsidiary of Victor Company of Japan Ltd., with the main branch located in Toronto, JVC distributes a complete line of video and audio equipment, including high definition projectors, camcorders, home and portable audio equipment, mobile entertainment products and recording media and headphones. For further product information, visit JVC's Web site at <http://www.jvc.ca> or call 1-888-293-1311.

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JVC GC-PX10 Features List

- 32GB Built-in Flash Memory
- Memory Card Slot for SDXC/SDHC/SD
- Full HD 1920x1080/60P Recording
- 36Mbps High Bit Rate Recording
- FALCONBRID Engine
- Extract Stills from 36Mbps Full HD Video
- Up to 300fps Ultra High-Speed Video Recording (approx. 2 hours)
- Up to 60fps 8.3M Stills Continuous Shooting
- 12M Stills 30fps Continuous Shooting
- Simultaneous Full HD Video & 8.3M Still Shooting
- KONICA MINOLTA HD LENS
- 10x Optical Zoom / 19x Dynamic Zoom* / 64x Digital Zoom
- Super LoLux & 12.75M Back-Illuminated CMOS Sensor for bright images even in low-light situations
- Optical Image Stabilizer & Advanced Image Stabilizer
- High Sensitivity ISO6400 / Real 12M Stills with No Interpolation
- Intelligent AUTO
- iFrame Video Recording Mode
- Face Detection
- Smile Meter / Smile Shot (still mode)
- Time-Lapse REC / Auto REC
- K2 Technology for High Quality Sound
- 3.0-inch Tilttable Touch Panel LCD Monitor
- Easy-control Mode Dial
- HDMI[®] Output (Mini)
- Built-in Auto Flash
- Easy Upload to YouTube™ / Facebook / Vimeo
- Easy Export to iTunes (iPad Compatible)
- Eye-Fi Card Ready for Wi-Fi Connection**
- LoiLoScope FX Software (Windows[®]) Provided

*18x when Advanced Image Stabilizer set to ON.

**Use of Eye-Fi card may be illegal and prohibited in countries and regions where it has not been approved by competent authorities. Please contact Eye-Fi support for the details of approved countries and regions.

Recording times for each mode and number of storable still images (approx.)

Video

Mode	Internal Memory	SDXC/SDHC Card (Not provided)		
	32GB	64GB	32GB	16GB
HD1080/60P (UHR) [MP4]	2hr	4hr	2hr	1hr
HD1080/60P (HR) [MP4]	3hr	6hr	3hr	1hr 30min
HD720/60P [MP4]	5hr 40min	11hr 30min	5hr 50min	2hr 50min
iFrame/30P [MP4]	2hr 50min	5h 50min	2hr 50min	1hr 20min

High-Speed Video (for Super Slow Motion Playback)

300fps/60P [MP4]	3hr 20min	6hr 40min	3hr 20min	1hr 40min
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Stills

4000x3000 (12M) 4:3	7100	9999	7300	3600
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Stills during Video mode

3840x2160 (8.3M) 16:9	9999	9999	9999	5200
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Available still image sizes in Still mode: [4:3] 4000x3000 / 2976x2232 / 1600x1200 / 640x480
[16:9] 4000x2248 / 2976x1672 / 1920x1080