



Press Release

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JVC PICSIO POCKET CAMERAS DELIVER INTERACTIVE FUN WITH EASY OPERATION/SHARING OF HIGH-QUALITY IMAGES

PICSIO GC-WP10 and GC-FM2 boast 3" touch panel, plug & share convenience, superb HD images, improved low-light performance and waterproof versatility

Toronto, Canada August 24th, 2010 - JVC Canada (Victor Company of Japan, Limited) is introducing two new PICSIO pocket cameras, the GC-WP10 and GC-FM2, "All for Fun + Fun for All" models that are fun to use and also make it fun for others to enjoy thanks to great content-sharing features. The cameras feature a 3" touch panel for easy operation and playback, high-quality Full HD video, excellent low-light sensitivity, waterproof ruggedness (GC-WP10 only) and optimized for Eye-Fi cards for Wi-Fi connectivity.

The 3" touch screen uses moving icon graphics for highly interactive and intuitive operation. It also doubles as a large screen for easy playback of content, allowing other to also relive the moment right after recording. Pressure sensitivity enables operation even when wearing gloves, making the cameras ideal for winter sports.

PICSIO's CMOS image sensor captures JPEG stills at up to 5-megapixel native resolution without interpolation. It also records up to 1920x1080P/30 fps Full HD video with image stabilization for enjoyment on an HDTV via HDMI output. A 4x digital zoom and a variety of shooting modes are provided. Videos are recorded in MPEG-4 AVC/H.264 and stored as MP4 files for easy importing into various applications without time or quality loss. Time-Lapse makes it easy to capture subtly occurring phenomena in distinctive videos.

LoiLoScope EX for Windows[®] is preinstalled for quick, intuitive editing and direct uploading to YouTube[™], Facebook, exporting to iTunes[®] library and more. It can launch immediately when the camera is connected to virtually any PC, eliminating the need for the user to carry around their own computer. The uploading process, including editing, requires just a few easy steps. A full array of special effects is available for creative editing, supported by simplified icon-based access and intuitive drag-and-drop operation. Windows 7 Multi-Touch is supported, so operation via any compatible PC touch screen is possible. File output for DVD creation also is available.

Both PICSIO pocket cameras work with iMovie on the Mac. The two cameras also offer the option to record video in the iFrame format, a computer-friendly video format designed to dramatically simplify the process of editing and sharing video. iFrame works with compatible Mac and PC applications.

The PICSIO cameras come with an SD/SDHC/SDXC card slot for versatile storage. The slot also is optimized for Eye-Fi cards, so files can be quickly uploaded and shared via wireless LAN.

The GC-FM2's special conveniences include a slide-out USB connector. Both models are charged through their USB connection so continued shooting is possible after transferring files. A USB cable is provided and an AC adaptor is available optionally.

The PICSIO GC-WP10 is waterproof to a depth of 3m/10ft (IPX8 certified) for worry-free recording underwater, on the slopes or in the rain. Considering the surprising number of cameras that are ruined simply by falling into a pool or a sink, the GC-WP10 provides insurance against such mishaps. GC-WP10 also comes with a MP3 audio recorder to capture everything from lectures to jam sessions in stereo.

The JVC GC-WP10 and GC-FM2 will be available early September. Pricing is TBC

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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

JVC PICSIO GC-WP10 Primary Features

- Waterproof design (3m/10ft)
- 3" touch panel operation with icon graphics and large playback screen
- 1920x1080P Full HD video with HDMI[®] output
- 5-megapixel digital stills
- Built-in LoiLoScope EX software with plug & share operation
- iFrame video recording mode
- Time-Lapse recording
- MP3 audio recording (stereo)
- Digital image stabilizer
- Face detection
- 4x digital zoom
- SD/SDHC/SDXC card slot
- USB battery charging
- Eye-Fi Card Ready for Wi-Fi Connection
- AV/headphone output

JVC PICSIO GC-FM2 Primary Features

- 3" touch panel operation with icon graphics and large playback screen
- 1920x1080P Full HD video with HDMI output
- 5-megapixel digital stills
- Built-in LoiLoScope EX software with plug & share operation
- iFrame video recording mode
- Time-Lapse recording
- Digital image stabilizer
- 4x digital zoom
- Built-in USB connector
- SD/SDHC/SDXC card slot
- USB battery charging
- Eye-Fi Card Ready for Wi-Fi Connection
- AV output

Notes:

- SD/SDHC/SDXC cards and Eye-Fi card are not provided.
- To record video, SD/SDHC/SDXC card with Class 4 or higher performance is required. SD memory cards (256MB to 2GB), SDHC memory cards (4GB to 32GB) and SDXC memory cards (48GB to 64GB) have been tested for the following brands: Panasonic, Toshiba, SanDisk, ATP. Note that using other media may result in recording failure or data loss.
- 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.

Video Recording

Mode	Average Bit Rate	Image Size	Frame Rate
HD 1080	12 Mbps	1920 x 1080	30 fps
HD 720	12 Mbps	1280 x 720	60 fps
iFrame	24 Mbps	960 x 540	30 fps
QHD	5 Mbps	960 x 540	30 fps
Time-Lapse (Interval: 0.5 sec/5 sec/40 sec)	12 Mbps	1280 x 720	60 fps

Still Recording

Mode	Image Size	Aspect Ratio
5 M	2592 x 1944	4:3
2.7 M	1920 x 1440	4:3