

Amazing Launch Price for the New AG-HMC40 AVCCAM Camcorder

Full HD Video and 10.6 Mega Pixel Stills in A State of the Art, Compact, Professional, Lightweight Unit

Continual development is the key to success for any camcorder and our latest AG-HMC40 is an excellent example for that proposition. Don't let its size or its price fool you. During our lab tests, we were astonished at the high resolution and faithful color reproduction output from this just over 2 lb. camera! At the recent Infocomm Show, many customers were amazed that such a compact & lightweight camera could create such high quality Video and Stills. We blew customers away with the HMC40's Pre Record function. No more will you miss the shot you need. Many were surprised to see the remote ports for Zoom, Focus, Iris and Start/Stop capability in a camera at this price level (and they thought it was going to list at \$3,195...read on for real price).

A few shooters were taken aback when they saw how easy it was to change the recording format by simply touching the LCD touch screen display! When asked about record time, we explained the standard 2640 mA battery can last for over 3 hours but we also offer a 5,800 mA battery that can last for about 7 hours. Customers were surprised to see the remaining battery life read out to the minute with its Info Data lithium Ion batteries. Some attendees were involved in legal or law enforcement applications and were happy to see that we included Time Date stamp. There are a host of shooter assists to ensure you get the shot such as the Waveform Monitor for luminance and Histogram for sharp manual focus. The focus ring can be assigned to Iris and Zoom as well. A few sharp shooters noticed the smooth gradation of the manual Iris which would allow them to make minor adjustments even during recording.



With six times the detail of standard definition, an ATSC Color System and a widescreen view set up the way our eyes were meant to see...the High Definition AG-HMC40, at its standard definition price point, is a no-brainer! It shoots in four different quality levels including the 21 Mbps PH Mode. Within the PH mode, they can choose six different formats. And its newer MPEG 4 H.264 compression scheme is significantly better than the older MPEG 2 and is so efficient, even the six Mbps HE mode yields beautiful HD quality truly democratizing HD production!

Compact and Lightweight

AVCCAM

In applications where the camcorder is held for hours, you'll really appreciate its compact size and light weight. It records to SD Cards which are so readily available and so reasonably priced.

Its Multi Style provides a variety of benefits



Simple & mobile



Handle included for multi-angle shooting



Tricked Out for Pro Audio

Its three different configurations allow you to customize your own HMC40 shooting style with options to meet your own needs. Imagine discreetly shooting very high quality Full HD Video & 10.6 MP stills while

masquerading as a consumer in locations that might confiscate media from “Professional” cameras. With its handle (included), you can easily shoot at very low angles such as skateboards or dancing feet at a wedding. Professionals need great audio and with the optional AG-MYA30G attached, you now have two locking XLR inputs, complete with hard switches for Line and Mic with +48V Phantom Power, Manual level controls, and Internal/External assignment. The state-of-the-art HMC40 will also appeal to photojournalists who now have the need to shoot high quality stills and high quality video.

Fantastic Features

- HD formats: 1080/60i, 1080/30p, 1080/24p (Native); 720/60p, 720/30p, 720/24p (Native)
- Higher bit-rate recording with PH Mode (21 Mbps) yields an amazingly sharp picture
- Three latest design 1/4.1” Progressive 3MOS Imagers for full HD resolution
- 12x Leica Dicomar lens (13 elements in 10 groups), 43mm Filter Ø, Zoom range of 40.8 - 490mm*
- Extremely slow, smooth zoom for the precise control needed for dramatic sequences
- High reliability of solid state design means you get a 3-year Warranty just by registering
- Time Date Stamp enables shooting legal depositions or surveillance
- Lightweight and compact, detachable handle, multi-style as seen above
- Long record time: 3 hours with included battery (7 hours continuous with 5,800mAh Battery)
- Uses the Info Data Secure Battery so remaining battery time reads out in minutes
- Pre-Record for 3 seconds to ensure you get the shot from the beginning (arriving limo, lightning)
- Shooting assist functions: focus expand, focus bar and face detect in “Auto” Mode
- Waveform monitor helps with luminance for green screen where lighting has to be evenly distributed
- Optional AG-MYA30G - professional XLR audio inputs with +48V Phantom Power, Mic/Line, Attenuation, Ch 1&2 or Ch2, level controls and mic holder (8-pin push on precision connector)
- Three User Set buttons with 14 choices for customizing the camera to your needs
- Time code (DF, NDF, REC RUN, FREE RUN) and USER BIT
- HDMI out, Component Out (mini D terminal), Composite Video and Stereo Audio Out with included cable
- PictBridge compatible (Print photos from a compatible printer using a single wire, no computer needed)
- Touch Panel 2.7 inch Widescreen LCD displays Thumbnails & Audio Metering Playback: Just touch the thumbnail on the LCD of the clip you want to play. In Record: Choose the settings
- Remote control connection for Zoom, Focus, Iris, Start/Stop functions (Two ports - same as HMC150)
- Focus ring can also be used for Iris and Zoom. Zoom number indicator display from Z00 to Z99
- Selectable gammas & DRS Dynamic Range Stretch (OFF/1/2/3) Popular feature for Filmmakers
- Two scene files (Normal & Sparkling), digital zoom 2X / 5X / 10X (in 1080/60i & 720/60p only)
- Small, lightweight and well balanced – even K-12 School children can use easily
- Interval Recording for time compressed video (1 frame every second to 1 frame every 2 minutes)
- Enriched Auto functions: auto focus, auto white balance and auto neutral density
- Manual focus, zoom, iris & white balance (focus & zoom with numerical readout)
- Superb build quality featuring a carbon fiber chassis (lightweight and rigid)
- Syncro scan shutter, 60i: 1/60-1/250, 30p: 1/30-1/250, 24p: 1/24-1/250
- Minimum Illumination: 1 lux, (F1.8, Gain: +34dB, Slow Shutter: 1/2 sec.)
- Edius Neo 2 editing software included in box**
(*35mm equivalent) (**through March 2010)



Interval Recording

The Interval Recording is a feature found in our much more expensive Solid State cameras. You can choose to record from one frame a second to one frame every two minutes. This compresses the time it takes for a flower to open, the sun to set, or a building to be built and is also indispensable for studying traffic patterns.

Touch Panel LCD

Navigating the Menus has never been easier. Play a clip just by touching the picon on the LCD panel. Detailed settings such as scene files and recording formats can be quickly and easily changed... even in the dark.



Fantastic Pricing & Optional Accessories

Model	Description	MSRP
AG-HMC40PJU	3MOS HD AVCHD Camcorder w/24p	\$ 2,295
AG-MYA30G	2-Ch XLR adaptor with Mic Holder, Phantom Power	\$ 300
AG-YUSC100	Elegant soft carrying case	\$ 175
MIC150	Phantom Powered Electret Shotgun Mic for HMC150 & HMC40 (requires MYA30G above)	\$ 260
AG-MC200G	Phantom Powered Electret Shotgun Mic for HMC150 & HMC40 (requires MYA30G above)	\$ 409
VW-AD20PPK	AC Adaptor / Battery Charger (for a second location)	\$ 145
VW-W4307HPPK	Wide-angle lens with reduced chromatic aberration	\$ 240
VW-T4314HPPK	Telephoto lens with reduced chromatic aberration	\$ 250
VZDVR130	Remote Zoom Rocker, Start/Stop	\$ 272
ROCK-DVX-ZFI	Remote Zoom Rocker, Start/Stop, Focus & Iris	\$ 299
AG-YUTDV	Two stage fluid head Tripod w/ carry case	\$ 540
RPSDM04GU1K	4 GB SDHC High Capacity card Class 4	\$ 32.99
RPSDV08GU1K	8 GB SDHC High Capacity card Class 6 (up to 20MB/S Temp range -13° to +185°)	\$ 114.99
RPSDV16GU1K	16 GB SDHC High Capacity card Class 6 (up to 20MB/S Temp range -13° to +185°)	\$ 229.99
RPSDV32GU1K	32 GB SDHC High Capacity card Class 6 (up to 20MB/S Temp range -13° to +185°)	\$ 599
VWVBG260PP9	7.2 V 2,640 mA Battery	\$ 179.95
VWVBG6PPK	7.2 V 5,800 mA Battery	\$ 210

Availability is late August

The AG-HMC40: A camera with Multiple Personalities and Capabilities for all Professional markets Are you listed below?

- Entry level independent filmmakers, film schools & aspiring video artists with creative vision need 24P
- Sports and School Sports with the HMC40's lightweight mobility and long record time
- Small market news and cable stations switching to HD are demanding low-bit rate transmission
- Education from K-12 to College - Students of all ages because it is so compact and lightweight
- Law enforcement, Armed Forces, police/firefighters appreciate the small size, lightweight interval record
- Info Data battery system used in the AVCCAM line updates remaining time read out to the minute
- Reusable SD Media appeals to event & institutional videographers and web producers
- Forget about the 63 minute record time limit of DV & HDV
- AVCCAM camcorders offer three to twelve hours of recording

Face recognition monitors Focus and Video Level

Keeps Focus, Iris, Shutter Speed, and White balance in check on what is really important. The Primary frame is displayed in Orange.



The “No Comparison” chart – The AG-HMC40 sets the standard for 1/4” solid state camcorders. It’s compact and lightweight yet shoots Full HD picture quality with the added advantage of 10.6 MP stills, long record times, MPEG4 H.264 high profile compression, Optical Image Stabilizer (OIS), and removable handle.

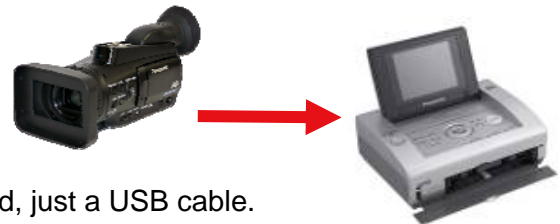
Feature	Panasonic AG-HMC40	JVC GY-HM100U	Sony HVR-A1U
MSRP	\$ 2,295	\$3,995	\$ 2,995
Imager	3MOS 1/4.1” FULL HD	(3) 1/4” CCD	(1) 1/3” CMOS Chip
Recording media	SD Card	SD Card	Tape (HDV, DV, DVCAM) Memory Stick Duo 15 Mb
Compression	AVCHD MPEG 4 H.264	MPEG 2	DV
Still Image	10.6 Mega Pixel	2.07 Mega Pixel	2.8 Mega Pixel
Zoom Lens*	12X 40.8 - 490mm*	10X 39 – 390mm*	10X 40 - 400 mm*
Lens Ring	Zoom, Focus or Iris	Focus & Iris only	Focus only
Slow, smooth Zoom	Yes	No	No
Filter Diameter	43 mm	46mm	37 mm
Maximum Record Time	12 Hours using <u>one</u> 32 GB	6 Hours using <u>two</u> 32 GB	63 minutes (Mini-DV Tape)
Min. Class Card required	Class 4	Class 6 (higher cost)	N/A
Battery Capacity	2,640 mAh (5,800 mAh Optional)	2190 mAh Maximum	1180 mAh, (4,140 mAh NP-QM91D Optional)
Interval Recording	YES (1 Frame / 1sec, 10sec, 30sec. 1min. 2min.)	No	YES (Only in Still Picture mode on memory)
Pre-Record	Yes	No	No
Time Date Stamp	Yes	No	Yes
Wired Remote Control	Zoom, Iris, Focus, Start/ Stop	None	
Viewfinder	Color or Monochrome	Color	Monochrome
XLR Adapter	Optional AG-MYA30G	Included	Included

* 35 mm Equivalent

As you can see when it comes to a professional solid state long-GOP 4:2:0 camcorder value, there simply is no comparison. Our HMC40 records very high quality stills, three to twelve hours of beautiful HD video on one inexpensive, easy-to-find SD memory card. The HMC40 has a 12X lens with a slow smooth zoom, with wireless and wired remote capability. It features Pre-Record, Interval recording capability as well as Time Date, all at an economic stimulus price. The camera and your recording media costs will be significantly less than the JVC model. The HMC40's codec is scalable too! The HM100 can record at 19, 25 or 35 Mbps, but the HMC40 can go as low as 6 Mbps, meaning it can record much more footage, with a more efficient codec up to 12 hours on a single card. Add to all that, amazing still picture performance, very long record and battery time and professional audio capabilities at a price that will make it an instant hit with a wide range of AV shooters, indie creators and event video professionals.

PictBridge capability

PictBridge allows the AG-HMC40 to connect and print directly to any brand of photo printer with PictBridge - no PC is required, just a USB cable.



How does it differ from our HMC150?

It is smaller, lighter and offers new features: Full HD resolution, 10.6 MP still Images, Interval Recording, Face Detect, Touch Panel LCD operation and PictBridge capability at a lower entry price.

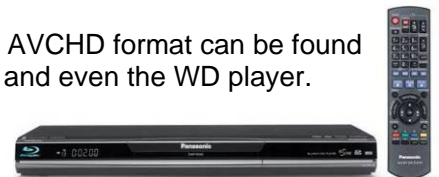
What is better about our HMC150?

Remember, the HMC150 is available now (backordered but on the way) the HMC40 arrives near the end of August. The 150 has the 1/3" chips, 13X lens with 28mm Wide Angle, Six scene files not two, Vectorscope, Time Code Sync to other 150's, three speed handle Zoom and the XLR's are built-in.

The 150 has proven itself, has a more professional control layout, the Cam Lens with clutch, as well as it will appeal more to the tens of thousands of DVX100 users but there's no question that the AG-HMC40 at this new price point will democratize HD production across the globe. Remember you have to add the XLR and a Wide Angle lens \$300 + \$240 = \$540 + \$2,295 = \$ 2,835 vs. \$3,995. The beauty of the HMC40 is that with a very low entry level price, it will allow the camera to grow along with the student.

Playback in Consumer devices

SD Memory Card slots for playback of High Definition content recorded in the AVCHD format can be found in Blu-ray players, Plasma TV's as well as laptop computers, Game consoles and even the WD player.



Dynamic Range Stretch

With DRS ON you can capture better Video quality when shooting bright, halftone and dark objects in the same frame. (Bride's white gown details and the Groom's shades of tuxedo black.) This clever circuit estimates the gamma curve and knee slope of each pixel's brightness and applies the estimate on a real time basis. The result is more accurate Video with a visually wider dynamic range.

Blacked out shadows in dark areas

Ability to see details & color in dark areas



Image with DRS OFF



Image with DRS ON

Blown out highlights in bright areas

Details and colors are more realistic

As to the INs & OUTs of the HMC40, shooters will be happy to see: HDMI Output, Analog Component Output (Mini D Port), AV mini jack output (video and audio), headphone output and external mic input (3.5mm).

Competitive Advantages of the AG-HMC40

- Solid state capture and playback eliminates the problems inherent in tape and disc drives, while allowing high quality HD content to be captured on affordable, readily available SD cards
- An End User who loves AVCCAM remarked: "Remember, to capture HDV it takes real time and a VCR. With solid state, we can log and transfer only the clips we want and we can transfer up to 12 hours overnight and go to sleep. With tape's 63 minutes maximum, we would have to get up to change the tape every 63 minutes!"
- Its 21 Mbps PH mode (Max 24 Mbps) records far higher picture quality than HDV tape systems
- MPEG-2 compression works with blocks of only 16 X 16 pixels, whereas H.264 compression works with blocks down to 4 X 4 pixels. What's more, AVCHD's prediction looks at more frames forward and backward
- Continuous, silent recording of up to 12 hours with Time Date Stamp is a powerful capability
- No head wear, alignment or cleaning and backed by a Three Year Parts & Labor Warranty
- Lower storage needs and lower distribution costs
- 43mm diameter lens allows our wide angle & telephoto HD capable attachment lenses (increased flexibility)
- Interval Recording, Pre-Record and Time Date Stamp as well as available 5,800 mAh battery (7 Hours)
- Immediate playback, random access and the ability to preview shots and delete on location
- Built on a one piece carbon fiber chassis that is compact, well balanced and weighs less than 2.2 lbs.

Approximate Record Times in Minutes for a Given Record Mode

Mode	8GB	16GB	32GB
PH	45	90	180
HA	60	120	240
HG	80	160	320
HE	180	360	720

Look for our Ad – “the only two cameras you’ll ever need”

The Ad highlights the fact that the AG-HMC40 can shoot Full HD Video as well as 10.6 MP stills. An AVCHD professional microsite is up and running featuring additional product, accessory and third-party support reference, as well as software downloads, including the free AVCHD to DVCPRO HD transcoder.



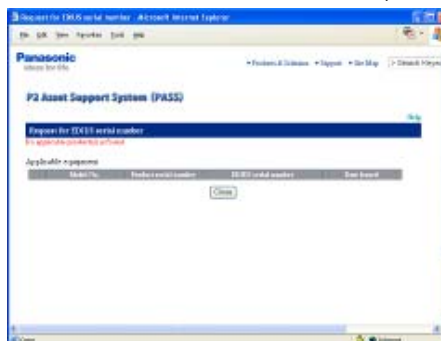
AVCHD Editing

AVCHD editing has progressed! It is supported on both dual core PC with a dedicated Graphics card and Intel based Mac platforms. We've included Edius Neo 2 for PC in the box for a limited time*, but AVCHD editing support is available in: Apple iMovie, Apple Final Cut Express, Apple Final Cut Pro 6.0.5 & above, Adobe Premier Pro CS 4.1, Grass Valley EDIUS 5 and EDIUS Neo 2 (native support or transcode to Canopus HQ), Pinnacle Studio Plus/Ultimate 11 & 12, Nero7 Premium Reloaded, Sony Vegas, Ulead Video Studio 11 plus and DVD Movie Factory 6 Plus. An available free downloadable transcoder is also available to convert content to DVCPRO HD on our website. (Full listing on our website @ www.panasonic.com/avccam)

*Grass Valley EDIUS Neo 2 will be included in the AG-HMC40 carton for a limited time (Until March 31, 2010).



In the box with instructions



PASS Website to register and get a valid serial #

Free Two Year Warranty Extension with End User Registration (Three Years of Protection*)

No head clogs or tape dropouts. No head alignment needed. To prove our point of solid state reliability, any end user that registers his/her purchase will receive a free two year warranty extension making our parts & labor warranty on the AG-HMC40 for a total of three years at no extra charge. This card will already be in the box!

* However, certain restrictions apply such as 2 year for 3MOS and one year for LCD side screen and LCD in EVF.



Standard Accessories

2,640 mAh Battery, AC adapter/charger, AC Cord, DC Cord Catcher type, removable handle, Wireless IR remote control w/button battery, shoulder strap, lens cap, A/V cable, Component Cable Mini D to RCA, RCA to BNC adapters (3), Rubber Eye cap, touch pen (for LCD screen), AVCCAM Restorer Software for WIN & MAC*, Ferrite cores (4) and User's Instruction Manual. * Download register on PASS system.

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Summary

As you can see, there's more to the AG-HMC40 than meets the eye. With Full HD video and 10.6 MP stills in one compact unit, it's the only "two cameras" you'll ever need! It's so inexpensive, that you may want to buy two or more so the job can be shot from different angles providing lots of cutaways which make for a more exciting edited program.

One quote from a magazine's reviewer: "I love small, affordable cameras that shoot great video. And so does the marketplace. You're going to be a busy man!"

If you're a happy AG-DVC30 owner, you could look at the HMC40 as being the modern day HD version of the DVC30 with no IR. In fact, you can use your AG-MYA30G XLR adapter on both cameras.

Many AGHMC150 owners will be looking at the HMC40 camera for a 2nd or 3rd camera and they will mix well... just shoot in the same format. It's the perfect companion camera to the HMC150 because they both use the same Info Data batteries...and interchangeable batteries are a huge plus.

Showcasing a host of shooter innovations and technology, we trust that with this compelling feature set along with its motivating price, you will agree that the "must have" AG-HMC40 is a great addition to your Video Production business.

Panasonic ideas for life