



HDV Featuring High Definition quality... ... with DVCAM usability

Join the migration to quality

The whole world is waking up to the breathtaking quality of High Definition. A step up in quality from DVCAM, HDV makes it even more affordable for programme-makers to experience the benefits of HD without a big price premium.

What is HDV?

HDV is a new video format that records High Definition pictures onto a standard DV tape media. The HDV format offers enhancements over the DV format on which it is based. As such, Sony is able to offer HDV/DVCAM/DV recording and playback on the same HDV camcorder or VTR. In addition, Sony HDV camcorders and VTRs record 1080 line resolution and feature an on-board downconverter, allowing output of either HD or SD signals for seamless integration into any existing production infrastructure. The size and weight is comparable with DVCAM, making Sony HDV products compact and easy to use.



Sony HDV Camcorder

Main Features

- 1/3" 1080i HD 3CCDs (16:9)
- 14 bit HD DXP
- Carl Zeiss™ lens
- 3.5" LCD panel (16:9)
- Large viewfinder (16:9)
- Separate 2ch audio volume
- Audio XLR inputs
- Time code preset

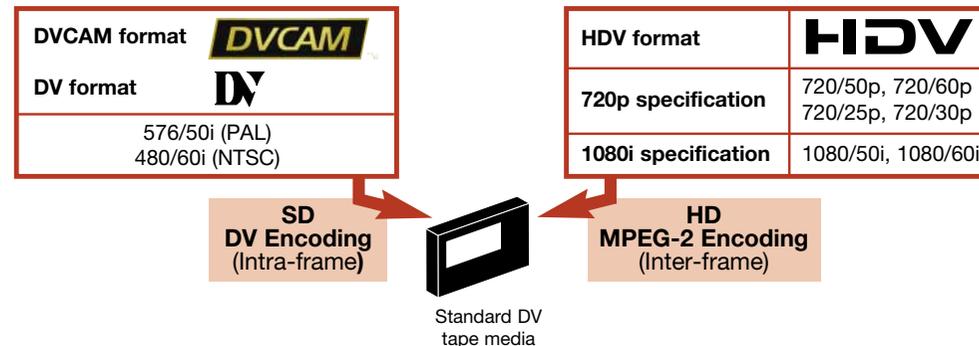


Sony HDV VTR

Main Features

- 3.5" LCD panel (16:9)
- Separate 2ch audio volume
- Audio level meter display
- Time code preset
- Analogue component output
- Compact and layout free design
- Battery operation

HDV Format - Outline



Accessible quality for everyone

Every media professional has their own production agenda, artistic preferences and budgetary constraints. That's why Sony has extended the High Definition production family with HDV: the affordable choice that transforms creative possibilities for programme-makers everywhere.

With HDV, migrating to High Definition means better looking images, but it doesn't have to mean higher capital expenditure or running costs. A supremely convenient and cost-effective step up to the benefits of High Definition acquisition, HDV provides an ideal migration path from DVCAM for videographers, independent film-makers, corporate programme-makers and other professional users.

The practical choice that's made for the real world

Offering simple connectivity via i.LINK, HDV is the perfect partner for a wide range of popular PC-based non-linear editing solutions from Sony and other vendors. It's also easy to incorporate HDV material into the HDCAM world via an external converter such as Miranda, making HDV an ideal source for contributing HD content into an HDCAM production environment.

Growing industry support

Thanks to its superb picture quality and ease of integration with current production workflows, HDV is attracting fast-growing industry backing. The format has already gained the support of leading software developers including Adobe, Avid, Apple, Canopus, Pinnacle Systems, Sobey, Sony Pictures Digital Networks and Ulead.

Even greater peace of mind

Sony HDV camcorders and VTRs come with the extra peace of mind provided by an extended 2-year Silver Support, a valuable package of after-sales benefits including telephone assistance and equipment loan during factory repairs. Contact your local Sony office or dealer for more information.



Digital Master™ Tape – designed for professional usage as the high-performance tape for HDV, DVCAM and DV formats



Also compatible with DVCAM and DV recordings, Sony launches a high-performance tape that delivers superb picture quality and reliability with all HDV camcorders and VTRs. A new metal evaporation process and protective layer offer surpassed durability, plus improved packing density and increased C/N ratio.

	1080i specification	720p specification
Media	DV tape	
Video signal	1080/50i and 1080/60i	720/25p, 720/50p, 720/30p, and 720/60p
Number of pixels	1440 x 1080	1280 x 720
Aspect ratio	16:9	
Compression (video)	MPEG-2 Video (Profile & level: MP@H-14)	
Sampling frequency for luminance	55.6875 MHz	74.25 MHz
Sampling format	4:2:0	
Quantization (video)	8 bit	
Bit rate after compression (video)	25 Mbps	19 Mbps
Compression (audio)	MPEG-1 Audio Layer II	
Sampling frequency (audio)	48 kHz	
Quantization (audio)	16 bit	
Bit rate after compression (audio)	384 kbps	
Audio mode	Stereo (2-ch)	
Data format	MPEG-2 system	
Stream type	Packetized elementary stream	Transport stream
Stream interface	IEEE 1394 (MPEG-2-TS)	