

# DVCAM for HDV from Sony

## Reliable DVCAM media for a professional HDV world

HD is here and it's time to be involved.

If you're looking for a highly affordable and accessible first step into High Definition, choose DVCAM for HDV tape.

### DVCAM for HDV Series

#### Small cassettes

PDVM-34HD

PDVM-63HD

#### Large cassettes

PDV-96HD

PDV-124HD

PDV-186HD

PDV-276HD



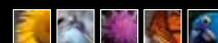
# SONY

[www.sonybiz.net/promedia](http://www.sonybiz.net/promedia)

Definition like.no.other™

**DVCAM**™ for **HDV**

HD now. Be part of it.





## Take your productions into the

### The perfect HD solution for DVCAM tape users

With excellent hardware compatibility and reliability, DVCAM is one of the world's most popular and affordable format for professional video production. Now DVCAM tape users can take their first important step into the exciting world of high definition with new DVCAM for HDV media\*.

Combining all the advantages of DVCAM tape including minimised head wear and long-term cost effectiveness with the incredible quality and realism of high definition, DVCAM for HDV tape enables users to have the freedom to shoot in SD or HD without increasing cost\*.

It's the perfect entry point into High Definition and part of a family of Sony HD media products designed for every need and budget.

\*When using HDV equipment



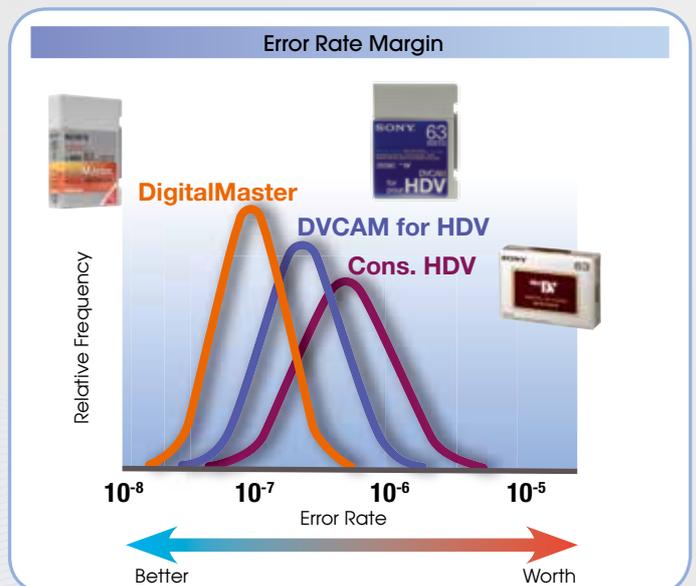
### Created for professionals

DVCAM for HDV media has been designed to enhance recording quality and realism for DVCAM tape. The media evolves the proven professional credentials of DVCAM into the HDV specification to enable users to benefit from 720p HD recording at a video bit rate of 19Mbps or 1080i HD recording at a rate of 25Mbps. RF\* output has been enhanced to provide a high error rate margin and durability improved to reduce the risk of tape clogging.

(\*) Radio Frequency

### Outstanding HD quality

Bridging the quality spectrum between DVCAM tape and Digital Master Tape™, DVCAM for HDV media offers an amazing step up in performance. High definition provides pictures that are sharper and more defined for maximum realism. In addition, enhanced RF output using Hyper Evaticle IV (HPE IV) magnetic layer technology gives a high margin for reduced errors and low noise. This ensures less damaging dropouts, further improving picture stability and quality.



### Designed for reliability

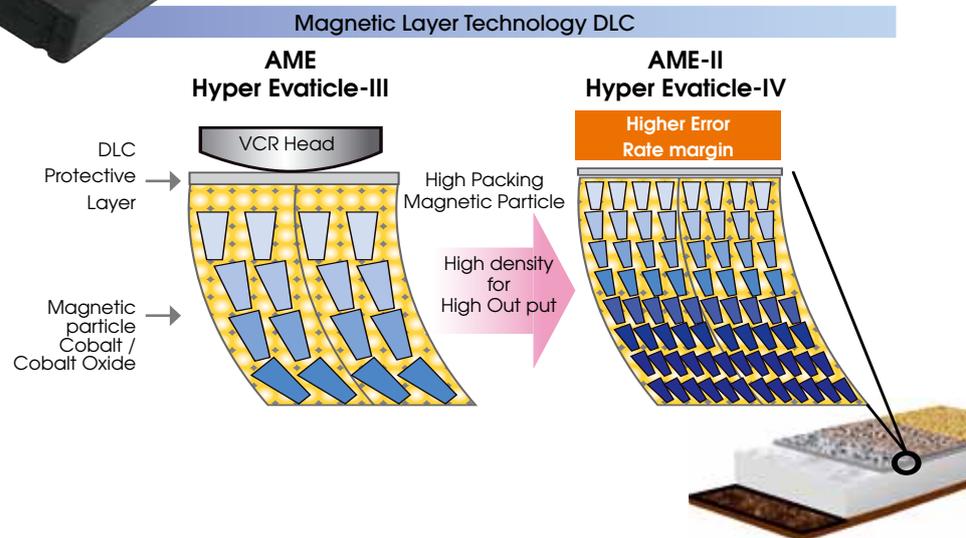
DVCAM for HDV media is extremely reliable with a strong Diamond-Like-Carbon (DLC) protective layer and advanced lubricant. Tape tracking is precise and supports professional HDV users with a very low risk of head clogging. The super-thick DLC layer also protects your precious films and images from the adverse effects of dust or smoke, temperature and humidity changes, repeated playback or extended time in pause mode. This makes DVCAM for HDV ideal for professional use.

# world of HDV



## Hyper Evaticle IV with AMEII technology

DVCAM for HDV media uses latest Advanced Metal Evaporated (AME-II) manufacturing technology. This new evaporation method features high density, high performance Hyper Evaticle IV magnetic grains with smaller magnetic structures than those used with DVCAM tapes. Grain diameters in AME-II compared to AME have been reduced from approximately 8~10nm to 5~7nm. By controlling the formation of non-magnetic grains in the magnetic surface, the non-magnetic thickness is reduced to an absolute minimum for highest possible signal output.



## Super strong DLC layer with advanced lubricant

One of the most important technical characteristics of DVCAM for HDV tape is its strong and thick DLC coating. A carbon compound is applied to the back layer for maximum durability followed by a top layer of lubricants. This makes the format rugged enough to handle the knocks and shocks of everyday film-making while ensuring an excellent minimal archival life of thirty years.

The advanced lubricants used in DVCAM for HDV media keep friction low and reduce head stain, improving tape stability under a wide range of operating conditions. Head clogging is kept to a minimum so your HD video productions always run smoothly.

## Preserving the life of your equipment

DVCAM for HDV tape benefits from all the expertise Sony has amassed as developer of the DVCAM format and joint developer of the HDV format. Our media has been designed in partnership with hardware engineers for the

best possible performance, minimising head wear and increasing the guaranteed operational life of the VTR head drum. Reliability is increased and costs minimised as VTR heads do not need to be replaced as frequently.

## As versatile as DVCAM tape

Like DVCAM tape, the new media works efficiently in a wide variety of challenging environments and situations. With a tape thickness of 7.0  $\mu\text{m}$  and a width of just 6.35 mm, DVCAM for HDV media easily handles up to 276 minutes of video recording in HDV mode. Size and weight is identical to that of DVCAM tape, making it just as portable and ideal for long recordings and 'on location' productions. Reinforced by a rugged professional hard case, DVCAM for HDV media performance is guaranteed however extreme the conditions.



# DVCAM™ for HDV



## Professionals Choose Sony

### Sony is your perfect HD partner

HD is here and Sony offers the ideal first step into this exciting new world with DVCAM for HDV. As inventor of the DV and HDV format, Sony is perfectly placed to develop this breakthrough entry-level media. Combining all the popular advantages of DVCAM tape with the undeniable quality benefits of high definition, DVCAM for HDV media gives users the freedom of one familiar format for SD or HD shoots without increasing cost\*.

\*When using HDV equipment



#### Physical Properties

Voce	Unità	Valori tipici
Thickness base	( $\mu\text{m}$ )	6.3
Thickness backcoating	( $\mu\text{m}$ )	0.5
Thickness magnetic layer	( $\mu\text{m}$ )	0.2
Thickness total	( $\mu\text{m}$ )	7.0
Width	(mm)	6.35

#### Magnetic Properties

Intrinsic coercivity (Hc)	(kA/m)	115
Retentivity (Br)	(mT)	525
Squareness (Br/Bm)		0.78

#### DVCAM for HDV line-up

Model	Recording time (min)		Tape		Master carton	
	HDV/ DV Mode	DVCAM Mode	length (m)	Weight*(g)	Quantity (pcs)	Weight (kg)
PDVM-34HD	34	22	41	62	50	3.6
PDVM-63HD	63	41	73	64	50	3.6
PDV-96HD	96	64	112	128	50	6.9
PDV-124HD	124	82	143	130	50	7.0
PDV-186HD	186	124	214	135	50	7.3
PDV-276HD	276	184	315	142	50	7.6

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