

## HITACHI LAUNCHES WORLD'S FIRST 'HYBRID' DVD/HDD CAMCORDERS

**Embargoed November 23, 2006:** Having pioneered DVD camcorder technology in 2000, Hitachi is now the first to launch two Hybrid DVD/Hard Disk Drive Camcorders – an entirely new camcorder category that allows users to shoot for hours, edit in minutes and share in seconds.



Hitachi Hybrid DVD/HDD camcorder  
DZ-HS303E

Combining the convenience of the DVD format, for easy sharing and archiving, with the capacity of a Hard Disk Drive (HDD), the revolutionary design simplifies and speeds up the home movie making process. Users can now shoot, select and burn to DVD and then share, with a few simple clicks of a button - all from the one camcorder.

### ***Convenience & capacity combined***

Small, lightweight and exceptionally versatile, the DVD/ HDD Hybrid Camcorder is available in two models - the DZ-HS303, which boasts a 3.3 MegaPixel CCD, and the DZ-HS301, which offers 1.3 MegaPixels. Both models are compatible with most standard DVD formats and can be used to record and edit footage before burning to DVD – without having to install software or connect to a PC or other hardware devices.

The Hitachi Hybrid allows camcorder users to shoot for six times longer than DVD alone for a total of up to six hours in standard mode. Unwanted scenes can be edited out on the recording, to maximise effective use of recording space and get the best results by saving only those scenes you want to keep and share.

The 'One Touch Dubbing' button feature enables either the entire movie contents or individually selected movie scenes, stored on the HDD, to be burned onto the most common DVD formats through the Multiformat\* drive. Single or multiple copies of recorded footage can be shared with friends or family and the process is carried out, quickly and seamlessly, within the camera – no additional software or PC connection is required. The finished DVDs can then be played back in domestic DVD players or other devices.

“Conventional ‘DVD only’ camcorders have limited on-board editing capability – you burn what you capture. ‘HDD camcorders’ allow editing but have no direct means of burning DVDs – without an additional PC based process,” explains Evan Manolis, Camcorder Specialist, Hitachi Australia Ltd.

“Hitachi’s Hybrid Camcorders offer the best of both DVD and HDD worlds. You can quickly and conveniently capture and compile finished movies and then burn them to DVD which can be easily shared and reproduced in multiple copies,” Mr Manolis said. “The Hybrid is ideal for growing families, home movie enthusiasts, holiday makers, wedding goers and for a wide variety of business applications – it’s a unique solution for users.”

### ***Features that make a difference***

It is not just the combination of Hitachi's own developed, designed and manufactured hard disc drive and Multiformat\* DVD drive that makes these camcorders so special. They also boast performance enhancing features that make them stand out from the camcorder crowd.

Able to capture still as well as moving images, the cameras can also freeze frame favourite movie moments, reproducing them as Jpeg image files for saving to SD card as a picture screen show or for output as a finished print. Picture thumbnails, an intuitive menu interface and a simple to use keypad make image viewing, editing and copying effortless and stress-free.

Hitachi Hybrid Camcorders offer true 16:9 Widescreen support, ensuring final images are never cut or cropped when played back on a TV or flat panel display. The camcorders also offer the unique Hitachi 'One Second Quickstart' function. When the action happens, it's ready to start recording – no more lost goals or missed moments.

Practical as well as stylish, in sleek 'metallic black' the Hybrid Camcorder is compact and lightweight yet robust in its design. Special features including internal foam bumpers and ESP™ (Extra Sensory Protection) ensure the embedded HDD is protected from the shocks associated with everyday wear and tear.

"It has never been easier or more practical to capture special and everyday moments and share them, with a few or with many," Mr Manolis adds. "Simple to use, convenient and hassle free, Hybrid Camcorders are a new kind of camcorder that take the effort out of movie making and DVD creation, so you are guaranteed to shoot for longer and share faster."

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### **For media enquiries, please contact:**

**Katherine Cammuso or Laura Rodrigues**

McGregors International

Tel. +61 2 9967 9399 or 0410 609 443

Email: [katherine@mcgregors.com.au](mailto:katherine@mcgregors.com.au) or [laura@mcgregors.com.au](mailto:laura@mcgregors.com.au)

### **For consumer enquiries, please contact:**

**Hitachi Customer Service centre**

Tel. 1800 448 224

Web: [aus.hitachi.com.au](http://aus.hitachi.com.au)

### **Hitachi Australia Ltd**

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## HITACHI HYBRID DVD/HDD CAMCORDER FACT SHEET

### Hitachi HDD

Embedded 8-gigabyte HDD offers increased recording time and allows the camera to perform simple on-board editing including scene selection and deletion for burning to most common DVD media.

### Hitachi Multiformat DVD Drive\*

Multiformat DVD compatibility to accommodate the most common DVD formats including DVD-RAM, DVD-RW, +RW, DVD-R. DVD is easy to share and archive; convenient and cost effective to purchase; reliable and long lasting; easy to copy for archiving or to burn extra copies for sharing; easy to access and playback on domestic DVD players and PCs.

### CCD Resolution

DZ-HS301E 1.3 megapixels

DZ-HS303E 3.3 megapixels

### One Touch Dubbing

Movies can be burned to DVD without a PC connection or additional external hardware. Users can choose either automatic mode for burning the entire contents of the HDD or manual mode for burning individually selected movie scenes. In manual mode users simply select movie scenes stored on the HDD using the easy thumbnail interface and then burn to DVD. In automatic mode by pushing the 'One Touch Dubbing button' all scenes, in chronological order, will be automatically burned to a series of prompted DVDs.

### One Second Quickstart

A unique Hitachi feature that ensures the camcorder is operational almost instantly so moments are seldom missed.

### Photo Capture from DVD

Only Hitachi camcorders allow users to capture and share great movie moments from DVD as still images.

### True 16:9 Widescreen support

Perfect aspect ratio, ensures compatibility with modern widescreen TVs and flat panel displays for perfect playback at home without any loss or cropping of images.



Above: Hitachi Hybrid DVD/HDD camcorder DZ-HS303E



Above: Hitachi Hybrid DVD/HDD camcorder DZ-HS301E

**Lens**

**DZ-HS301E:** 15x optical, 800x digital

**DZ-HS303E:** 10x optical, 500x digital

**Display Screen Size**

2.7-inch widescreen

**Maximum Record Time**

6 Hours (standard definition)

**Size/weight**

**DZ-HS301E:** 59x87x125(WxHxL) 435g (without battery)

**DZ-HS303E:** 66x92x136(WxHxL) 485g (without battery)

**RRP**

**DZ-HS301E:** \$1449

**DZ-HS303E:** \$1649