

Panasonic introduces AG-AF101, 4/3" professional HD camcorder

Premier AVCCAM video camera combines 4/3" sensor with superior video quality, professional audio inputs, variable frame rates, SDXC card technology

Las Vegas, NV, 11th April, 2010: Panasonic today announced the AG-AF101, the first professional micro 4/3-inch video camcorder optimised for high-definition video recording. Scheduled to ship by the end of 2010, the AG-AF101 will set a new benchmark for digital cinematography.

Targeted at the video and film production communities, the AF101 delivers the shallow depth of field and wider field of view of a large imager, with the flexibility and cost advantages of use with a growing line of professional quality, industry standard micro 4/3-inch lenses, filters, and adapters. The full 1080 and 720 production camera offers superior video handling, native 1080/24p recording, variable frame rates, professional audio capabilities, and compatibility with SDHC and SDXC media.

The design of the AF101's micro 4/3-inch sensor affords depth of field and field of view similar to that of 35mm movie cameras in a less expensive camera body. Equipped with an interchangeable lens mount, the AF101 can use an array of low-cost, widely-available still camera lenses as well as film-style lenses with fixed focal lengths and primes.

The AF101 incorporates a 4/3-inch, 16:9 MOS imager. The camcorder records 1080/60i, 50i, 30p, 25p and 24p (native) and 720/60p, 50p, 30p, 25p and 24p (native) in AVCHD's highest-quality PH mode (maximum 24Mbps). Ready for global production standards, the camcorder is 60Hz and 50Hz switchable.

The AF101 maximises the potential of its high-resolution imager with built-in ND filtering and dramatically reduced video aliasing. Standard professional interfaces include HD-SDI out, HDMI, time code recording, built-in stereo microphone and USB 2.0. The AF101 features two XLR inputs with +48V Phantom Power capability, 48-kHz/16-bit two-channel digital audio recording and supports LPCM/Dolby-AC3.

This newest Panasonic AVCCAM camcorder is the first to enjoy the benefits of advanced SDXC media card compatibility in addition to existing SDHC card support. (SDXC is the newest SD memory card specification that supports memory capacities above 32GB up to 2TB). With two SD slots, the AF101 can record up to 12 hours on two 64GB SDXC cards in PH mode

The AG-AF101 will be available by the end of 2010. Panasonic will support the AF101 with a three-year limited warranty (one year plus two extra years upon registration).

Ends

About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 7.77 trillion yen (US \$78.4 billion) for the year ended 31 March 2009. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE Symbol: PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>.



For further information:

Panasonic

Aimi Sellars

Phone: +44 1344 853465

E-mail: aimi.sellars@eu.panasonic.com

AxiCom for Panasonic

Andy Riley

Phone: +44 20 8392 4073

E-mail: andy.riley@axicom.com