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Panasonic Announces New Studio System For P2 HD And DVCPRO HD Camcorders

*New, Affordable Studio Control System for Range of P2 HD and DVCPRO HD
Camcorders Offers Professional Features and Flexible Operation*

Wiesbaden, Germany, 11th September, 2009 – Panasonic announced a versatile new Camcorder Studio System that supports a range of P2 HD and DVCPRO HD camcorders, including the new AG-HPX300, and serves as a flexible, low cost solution for HD studio production.

Available this October, the Camcorder Studio System teams with Panasonic's popular camcorders to offer high-quality digital signal transmission at up to 328 feet, full remote camera control and a range of professional features. The studio system is compatible with the following camcorder models: the AG-HPX300, AG-HPX500, the AJ-HPX2000, AJ-HPX3000, VariCam 2700 (AJ-HPX2700) and VariCam 3700 (AJ-HPX3700) models, AJ-HDX400 and the AJ-HDX900.

The Camcorder Studio System comprises a compact digital Base Station (AG-BS300), a Camera Adapter (AG-CA300G), Extension Control Unit (AG-EC4G) and a Viewfinder Interface Box (AG-YA500G). Additional accessories that allow the system to be customized for a variety of applications will also be available.

The AG-BS300 base station connects with the AG-CA300G camera adapter with two BNC cables allowing transmission of HD digital images, return images, tally signals, mic signals and genlock signals. The base station also comes with a power cable that runs along the BNC cables to supply remote power to the camcorders. The base station features two HD/SD SDI outputs and a composite video output. Cables for the base station are available

in two lengths: 328 feet (100M) and 164feet (50M). Users can remotely shade or paint the camcorder from the control room.

The AG-CA300G camera adapter is lightweight, mounting directly on the back of the camera with two short interconnections between the camera and the camera adapter. Also, with an optional battery plate, the camera adapter allows for the use of Anton Bauer, IDX and other batteries if local power is preferred.

The AG-EC4G extension control unit provides remote control of the base station and can also be attached directly the camera for control use. It comes standard with a 32-foot (10M) remote control cable, but the unit can operate from distances up to 164 feet (50M) with longer cables. Control functions include gain up/down, output camera/bar selection (linked to auto knee), white balance A/B/Preset selection, AWB/ABB execution, shutter SS/Fix/Off selection and speed setting, iris auto/manual selection and adjustment, master pedestal, painting, camera menu operation, recorder operation (Rec/Play/FF/Rew/Rec check) and three programmable user buttons. Users can save camera settings onto SD cards for later use or to load into another camera.

The AG-YA500G viewfinder interface box connects with the camera to enable display of return video in the ENG viewfinder. Supported viewfinders include the AJ-CVF100G, AJ-HVF21G, AJ-VF20WB and the AJ-VF15B models.

The system supplies up to 70 watts of power to the camera (when using an AC power source). A bundled cable including the power and the two BNCs in two different lengths will also be available. The base station supports both AC (100 to 240V) and DC power supplies. In addition, the system can be switched between 50 Hz and 60 Hz, simply by changing the camera frequency.

The system will be available in three custom packages:

- The 300Studio package is the base studio system solution, ideal for the HPX300 and other camcorders on which a camera monitor is used for the viewfinder. This system includes the camera studio adapter, base station and remote control.
- The P2 Studio package includes the viewfinder adapter for those applications where the camera is used on-shoulder and return video is viewed from the viewfinder. This system, designed for mobile camera applications, features a camera studio adapter, studio base station, remote control and viewfinder adapter.
- The 300StudioPlus and the P2 Studio Plus packages are slight variations of the other systems: the AG-EC4GY remote control is replaced with the more advanced AJ-RC10 remote control, which provides a wider variety control options and features.

The recommended retail prices (RRP) for each package is as follows:

AG-CA300G: 2.425€

AG-BS300E: 3.250€

AG-EC4G: 1.850€

AG-YA500G: 880€

Components are also available individually.

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/>.

About PBITS

Panasonic's Professional & Broadcast IT Systems Business Unit is part of Panasonic Audio Visual and Computer Systems Europe (PAVCSE), a division of Panasonic Marketing Europe GmbH. The company is a leader in the development of video formats and core products for broadcast and professional AV, including camera-recorders, video recorders, monitors and mixers. Panasonic's P2 systems provide the reliability of solid-state production with immediate connectivity to existing IT infrastructures, allowing for completely tapeless workflows. www.panasonic-broadcast.com

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