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## **JVC solid-state camcorders chosen by IBC TV News**

*GY-HM100 and GY-HM700 camcorders improve workflow*

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*London, 10 July 2009* – IBC show broadcaster, IBC TV News, has chosen JVC's tapeless camcorders for the IBC show in September. Developed for mainstream production, electronic newsgathering and cinematography, JVC's handheld GY-HM100 and shoulder-mounted GY-HM700 camcorders are perfect for recording high-quality images on the move, and will be used to capture all the action from this year's event.

The multi-media nature of IBC TV News means that a quick shoot-to-edit workflow is essential, and was a key factor in their choice of camera. With a website, video podcasts and mobile content, in addition to the breakfast programmes that get produced each day of the show, editing time is always at a premium. The GY-HM100 and GY-HM700 camcorders are the industry's first professional models to record files directly to solid state media in the native format used by Apple's Final Cut Pro™ editing system and in XDCAM-EX format for use with other editing systems, including EVS's CleanEdit Suite, which will be used at the show.

Both JVC cameras chosen by IBC TV News benefit from the same simple workflow but differ slightly in their applications. Weighing just 1.4kg, the JVC GY-HM100 is the smallest, lightest handheld professional HD camcorder in the industry. With selectable data rates up to 35Mbps, it delivers high quality images, with versatile features more typically found in larger, more expensive cameras. It has a professional 3-CCD format, which is on-par with broadcast cameras, and delivers high-bandwidth recordings at 1080p, 1080i and 720p. The GY-HM100 is ideal for budget-conscious applications, or perhaps for use as a secondary camera to complement higher-end equipment.

Meanwhile, the balanced weight distribution of the shoulder-mounted GY-HM700 makes it ideal for those long walks around the show, capturing the latest product news from exhibitors. Like the smaller GY-HM100, files are stored in the QuickTime (.MOV) format for Final Cut Pro™, and to SxS media compatible with Sony's XDCAM-EX™ format via a dockable SxS media recorder, ideal for use with EVS CleanEdit Suite and other editing applications. This is perfect for gathering footage throughout the duration of IBC. The ability to record onto affordable dual hot-swappable SDHC memory cards, with seamless switching, allows continuous capture of footage throughout the show, without spending a fortune on media.

### **About JVC Professional Europe Ltd.**

JVC Professional Europe Ltd. is a wholly owned subsidiary of Victor Company of Japan, one of the world's leading manufacturers and suppliers of a wide range of sophisticated high quality broadcast, professional, recording, playback and presentation equipment, along with computer imaging, internet communications, data storage solutions and CCTV. JVC Professional Europe Ltd. is committed to providing video and data-related solutions and service to customers throughout Europe and parts of the Middle East and Africa. For more information, please visit [www.jvcpro.eu](http://www.jvcpro.eu).

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