

JVC GY-HM700 ProHD 1/3" Camcorder



Craig Yanagi, National Marketing Manager for Creation Products and his colleagues at JVC Professional Products Company must have been spending a lot of time in Cupertino and Atsugi this year. Fasten your seatbelts: JVC's new GY-HM700 compact shoulder-resting professional camcorder records directly not only to inexpensive SDHC memory cards in QuickTime (.mov) format for Final Cut Pro, but also to SxS media with an add-on accessory for files that are compatible with Sony's XDCAM EX format. Yes, you can have it both ways.

Recording in the editing system's native format eliminates time consuming transfers and transcoding—dramatically speeding up post-production time. This is a huge leap forward. The new GY-HM700 is, quite possibly, the most comfortable lightweight shoulder-resting camcorder available. Repeat after me: Shoulder-Resting. At 8 lbs. including lens, viewfinder, microphone and battery, the well-balanced GY-HM700 sits on your shoulder comfortably all day, like the famous black cat in the early Aaton ads. Even though the camera is resting on your shoulder, for some reason the process is still called "Handheld," a curious anachronism. It dates back to the ARRI 2C and Bell & Howell Eyemo. You did indeed hand-hold those cameras, and after a couple of hours, if you didn't have the stamina of a cameraman like the late, great Joe Longo, your arms would ache and your back would be ready for an appointment with the nearest shiatsu specialist. We still hand-hold many of the current crop of film and digital cameras, which, of course, has been a windfall for the enormous cottage industry in aftermarket accessory shoulder mounts. Anyway, if you plan to do a lot of handheld shooting, or any kind of shooting, this camcorder is for you.

The GY-HM700 natively records QuickTime (.mov) files used by Apple and Final Cut Studio. There is no need to convert or rewrap files prior to editing. Post-production can begin immediately after shooting; no digitizing of tapes or re-encoding takes place, and first generation quality is always maintained. It is possible to edit directly from the memory card, but to avoid tempting fate, best practice is to copy the files to hard drives and store your memory card as an archival master.

The GY-HM700 is the industry's first shoulder supported camcorder to store files on inexpensive SDHC memory cards.

The camera provides 2 memory card slots, for a total of up to 64GB of on-board storage—enough for more than 3 hours of continuous HD recording at 1080p 35 Mbps, or 6 hours at 720p 19 Mbps. The camera automatically begins recording on the second card when the first card fills up. When the second card fills up, the camera reverts to recording to the first card slot, assuming you have inserted a fresh memory card, and didn't forget to remove the "exposed" one.

When you attach the optional KA-MR100 dockable media recorder, it is possible to record Sony XDCAM EX compatible .MP4 files onto high-speed SxS memory cards, while at the same time recording the same .MP4 files to inexpensive SDHC cards. This is a great way to get a simultaneous backup, and we all know you can never have too many digital backups.

The GY-HM700 uses three 1/3" progressive scan full HD CCDs, with a standard bayonet mount that accepts a wide range of lenses, including JVC's optional 16mm prime lens adapter. The camcorder can flip the image when these prime lenses are used. The "stock" HD lens is Canon's KT14x4.4KRSJ. The high resolution viewfinder is based on a new .45-inch 1.22 million pixel Liquid Crystal on Silicon (LCOS) panel (852 x 480 x 3). This new all-digital viewfinder displays images with more than 5 times the resolution of typical color viewfinders. A 4.3-inch flip-out LCD monitor displays recording, playback, clip management, and menu operation.

The GY-HM700 records two channels of uncompressed LPCM 16 bit audio at 48Khz. Levels can be controlled manually, or automatically using AGC, and an audio meter is provided in the LCD and viewfinder displays for easy adjustment. Balanced XLR inputs with phantom power are provided on the camera for an external microphone and/or wireless receiver, and a shotgun microphone is provided.



JVC's GY-HM700 is a compact shoulder-resting camcorder for mainstream shows, documentaries, news, sports, wildlife, reality, independent and dramatic production. It natively records Quicktime .mov files for Apple's Final Cut Studio directly to SDHC Memory Cards, or XDCAM EX files to SxS Cards.

- Comfortable, adjustable Shoulder pad
- 3-1/3" CCDs: full HD
- Industry standard bayonet lens mount
- wide range of lenses and accessories
- New HD Canon 14:1 lens included
- Wider angle
- Higher resolution
- Minimal chromatic aberration
- Records to dual hot swappable SDHC memory cards and/or optional SxS adapter
- Pre Rec (retro cache) function prevents "missed shots"
- Professional recording with selectable data rates up to 35Mbps
- 1920 x 1080 (1080p24/p25/p30, 1080i60/i50)
- 1280 x 720P (p60/p50/p30/p25/p24)
- Native file recording: XDCAM EX (.MP4 file format).
- Native Final Cut Studio .mov format
- Edit immediately without conversion or transcoding
- Available with optional SxS Media Recorder
- Variable frame rate recording (over crank, under crank)
- HDSDI output
- Can also provide downconverted SDI output—live or playback.
- Downconverted SD output (DV via IEEE-1394)
- New high resolution (1.22 million pixel) Liquid Crystal on Silicon (LCOS) viewfinder
- New large (4.3-inch) flip-out LCD monitor
- Patented Focus Assist function
- Built-in clip viewer and management system
- Image customization modes (gamma, matrix, knee, detail, etc.)
- Uncompressed LPCM audio (2ch) recording
- Manual level controls with audio meter
- XLR inputs with phantom power

