

Digital Cinematography

with *ProHD*



You're about to see
HD Digital Cinematography
in a brand new light.



**GY-HD100U
Camcorder**

JVC

The Perfect Experience / —

JVC's ProHD GY-HD100U

The future of affordable, high-definition digital cinematography. Here today.

Creating high-definition productions with the look and feel of film requires a camera that captures images with exceptional quality, gives the cinematographer extensive control over the most subtle nuances of the shot, and offers the freedom to choose the best lens for each situation. Until now, you had to sacrifice at least one of these requirements unless cost was no object. JVC's ProHD GY-HD100U camcorder changes all that, with true 24p progressive scanning, the ability to use lenses ranging from general-purpose to 35-mm primes, and the comprehensive control and balance that serious HD cinematographers demand.

Progressive HD. The look and feel of film.

JVC's GY-HD100U HD camcorder uses progressive scan at 24 frames per second (24p) for one simple reason: From image capture to display, 24p produces results that more closely resemble the look of film than interlaced scanning. That's why high-end digital cinema cameras have always used progressive scan.

The three CCDs in the GY-HD100U capture square pixels with full HD 1280 x 720 resolution. The camera needs no interpolation or upscaling to achieve real HD quality because every frame contains a complete, high-definition progressive image, just as film cameras do. The GY-HD100U records images on HDV tape or hard disk and sends them to the editing system exactly as they were captured, in 1280 x 720 resolution. The result is a rich, sharp picture that's true to your original intent... and closer to the look of film.





Multiple lenses ... multiple options.

Interchangeable lenses are a cinematographer's key to full artistic freedom. With the GY-HD100U, you can use high-definition lenses that best match your shooting style and the work you do. All of these lenses offer true manual control so you can mark focus points on the lens and return later to an exact focus point. It's invaluable for shooting in the studio and something that motorized lenses cannot achieve.

For the ultimate flexibility in depth of field and angle of view, dock the GY-HD100U to a Mini35 adapter from P+S Technik and a 35-mm prime lens, and give your creativity free rein. The Mini35 adapter replaces the standard lens and creates a film plane the exact size and shape of 35-mm film. Combine this lens versatility with the superior image quality of high-definition progressive scan, and you get the precise look you want.



Dock the GY-HD100U with a Mini35 adapter and a 35-mm prime lens for the ultimate in creativity



True professional control.

Every creative shooting situation presents different challenges, and you need to precisely tailor your equipment to each one. The GY-HD100U delivers that power, with settings to create a film look for display, as well as a film-out setting. You can adjust gamma curves to achieve a true film look, or for film-out projects, choose no gamma at all and do the color correction in post-production. The GY-HD100U lets you adjust color matrix, skin tone, black level, and many other parameters that give you the flexibility you need.



Adjustments

- Color matrix (7 adjustments)
- Skin color detection and range
- White clipping
- Knee
- Motion smooth
- Cinema mode
- Gamma
- Color gain
- White point
- Image level
- Black level
- ALC
- Color temperature
- Smooth transition

Precision focus assist.

If you shoot HD, you know how difficult focusing can be. Viewfinders and fold-out LCDs provide only a fraction of the resolution of the captured image, making pinpoint focusing a guessing game. The GY-HD100U eliminates this guesswork with a focus assist that turns the color image in the viewfinder or LCD to black and white and highlights the precisely focused area in color. It's a real bonus if you're trying to rack focus on a brightly lit set, or when you're shooting outdoors.

Professional at every level.

JVC designed the GY-HD100U as a professional camera, a fact that's obvious from the common-sense layout of the controls to its exceptional balance. The GY-HD100U is a comfortable companion on your shoulder, and perfectly suited for all types of grip and camera support equipment as well.

All controls are located for your convenience — precisely what you'd expect of a professional HD camera, so you can concentrate on the shot rather than groping for buttons. The lightweight GY-HD100U is extremely maneuverable too, so it can get into tight spaces where high-end digital cinematography cameras can't go. With the GY-HD100U you'll get the shot, whatever challenging situation you come up against.

HDV and direct-to-edit HD recording. Together.



The GY-HD100U uses miniDV tape because it's a proven, cost-effective, reliable storage medium — important when your project calls for high shooting ratios with hours upon hours of footage.

The GY-HD100U also lets you record directly to hard disk with JVC's optional

DR-HD100 portable direct-to-edit recorder. The DR-HD100 stores up to 6 hours of content and is only 1.5 inches thick, so you can mount it directly to the GY-HD100U. Connect it to your Mac or PC editing system via Firewire, and there is no digitizing or ingesting — you're instantly ready to edit. You can record simultaneously to hard disk and tape for the assurance of high-quality backup.



Accessories to match your style.

The GY-HD100U delivers greater flexibility than any other affordable HD camcorder, and that extends to the range of equipment available to meet your needs. Optional accessories include a wide-angle converter for the standard 16:9 lens, a 13:1 wide-angle lens, 1/2-inch lens mount converter, shipping case, filter kit, tripod adapter, matte box, power options from Anton Bauer and IDX, filters, and the P+S Technik Mini35 adapter.

In addition, JVC's BR-HD50U HD ProHD deck lets you transfer HD and Professional DV recordings to and from nonlinear editing systems. It offers digital input and output via Firewire for lossless dubbing in both HD and SD. The full-size/miniDV transport can record up to 276 minutes of either SD or HD video, and the BR-HD50U can also convert 720p MPEG-2 recordings to 1080i/60i or 480/60i for monitoring as well. Or you can choose JVC's SRDVD-100, which allows native captured files created by the GY-HD100U to be played back from either a DVD or USB memory module.

Additionally, JVC offers the CU-VH1 HDV field player/spooler, SRDVD-100 HD Media Player, DR-HD100 DTE drives, and a wide range of flat-panel, CRT, and projection HD displays.

ProHD: More than just a camera.

ProHD is JVC's vision of high-definition recording for today and tomorrow. It provides a path to the future using the latest technologies, while retaining compatibility with existing formats. It's a road map to the future of HD embodied in the GY-HD100U that's just unfolding today. You concentrate on your creativity... we'll look after the details.



Lens adapters economically expand your shooting options



Industry-standard matte boxes and filters



A wide range of interchangeable HD lenses are available



Anton Bauer and IDX power options extend your shooting time and provide balance with larger lenses



Our SRDVD-100 HD media player lets you play back HD files captured by the GY-HD100U from a DVD or memory module



JVC's BR-HD50U ProHD deck makes it easy to transfer recordings to and from editing systems





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