

Panasonic
ideas for life

P2HD

AG-HPX250

Memory Card Camera Recorder "P2 handheld"

Scheduled for release in Autumn 2011

Preliminary



AVC INTRA **DVCPRO HD** **DVCPRO 50** **DVCPRO 1X**

High-Powered Lens, High-Sensitivity Sensor and High-Quality Full-HD 10 Bit 4:2:2 Recording – Shoulder-Type Performance in a Handheld Camera for Broadcasting and Production Work

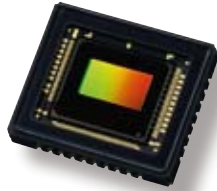
The AG-HPX250 Memory Card Camera Recorder is a new handheld model for Panasonic's broadcasting and professional P2HD Series. Incorporating new technology in the lens, camera section and recorder section, this compact unit offers a level of performance that approaches full-size, shoulder-type broadcasting camera recorders. It's also the first handheld model to support AVC-Intra codecs. Combined with the high-sensitivity, low-noise, 1/3-type 2.2-megapixel U.L.T. (Ultra Luminance Technology) MOS image sensor, it enables high-quality recording of Full-HD (1920 x 1080), 10 bit, 4:2:2 full sample broadcast-level images. In addition to covering a wide range, from wide-angle to telephoto, the lens is provided with three rings – a cam-type zoom ring, a focus ring and an iris ring – for the same kind of manual operation that you get with interchangeable lenses.

The AG-HPX250 also features GENLOCK input and TC input/output for synchronizing multiple cameras. Together with HD SDI output, this provides smooth operation in a live relay and recording system for multi-camera broadcasting and production work. A variable frame rate (VFR) function for slow-motion and quick-motion images, and a cine-like gamma setting also bring versatile expression to all kinds of image production. This stunning image quality, operating ease and handheld camera mobility work together to open a new dimension in news gathering and image recording.

AG-HPX250 High-Performance — “P2 handheld”

High-Sensitivity, High-Image-Quality U.L.T. Image Sensor

The AG-HPX250 features the progressive-compatible U.L.T. (Ultra Luminance Technology) image sensor (1/3-type 2.2-megapixel MOS sensor) that is used in broadcast P2HD camera recorders. This image sensor offers high sensitivity and low noise to enable shooting in low light conditions. In AVC-Intra 100 mode, they can record high-quality Full-HD images.



U.L.T. Image Sensor

21x Zoom Lens with Wide Coverage from Wide-Angle to Telephoto

The AG-HPX250 is equipped with a newly designed, large-diameter zoom lens, with a filter diameter of 72 mm. This 21x (f = 28mm to 588mm, 35mm equivalent) zoom lens covers a wide field of view, from wide-angle to telephoto, without a conversion lens. The lens is provided with three rings -- a mechanical (cam-type) zoom ring, a focus ring and an iris ring -- for the same kind of manual operation that you get with an interchangeable lens.

Full P2HD Image Quality with AVC-Intra Codec Recording

Offered for the first time in a handheld camera recorder, AVC-Intra is a codec based on advanced MPEG-4 AVC/H.264 moving picture compression technology. It uses an intra-frame compression system to achieve high compression, high image quality and high editing performance. You can select AVC-Intra 100 for full 10 bit 4:2:2 full-sample recordings with 1980 x 1080 pixels or AVC-Intra 50 for video quality similar to DVCPRO HD and twice the recording time. The AG-HPX250 also offers DVCPRO HD, DVCPRO 50, DVCPRO and DV recording.

High-End Operation with Multi-Camera Synchronizing and VFR Recording

- **Multi-camera synchronizing:** GENLOCK input and TC input/output allow synchronization of multiple cameras. Ideal for multi-camera live relay and recording systems.
- **HD SDI/HDMI output:** For broadcasting and professional system operation.
- **VFR (variable frame rate):** Enables film-camera-like image effects with overcranking for slow-motion and undercranking for quick-motion effects. 1080 setting: up to 30p, 720 setting: up to 60p (both at 59.94 Hz).
- **HD multi-formats** including native 24p. Switching of 59.94 Hz/50 Hz also possible, for use with worldwide HD video formats.

A Wide Range of Functions for Broadcasting and Production Work

- 4-position (clear, 1/4 ND, 1/16 ND, 1/64 ND) optical neutral density filter wheel.
- XLR 2-channel audio input terminals supporting a 48 V phantom power supply.
- DRS (Dynamic Range Stretch) suppresses blocked shadows and blown highlights.
- Waveform and vectorscope display.
- Selectable gamma settings, such as cine-like gamma, for rich gradation.
- Convenient features and functions include scene file, user buttons and focus assist functions.
- High-resolution, high-brightness viewfinder and LCD monitor.
- Two P2 card slots enable consecutive recording and hot-swapping.
- One-clip rec stores multiple, consecutive cuts into a single file.
- Pre-rec, loop rec, one-shot rec and interval rec capability.
- Text memos and shot markers can be added.
- IEEE 1394 and USB 2.0 (Host/Device) interface.

Panasonic®

Countries and Regions

Panasonic Corporation
Digital Imaging Business Group
2-15 Matsuba-cho, Kadoma, Osaka 571-8503
Japan
<http://pro-av.panasonic.net/>

Argentina	+54 1 308 1610
Australia	+61 2 9986 7400
Bahrain	+973 252292
Belgium	+32 (0) 2 481 04 57
Brazil	+55 11 3889 4035
Canada	+1 905 624 5010
China	+86 10 6515 8828
Hong Kong	+852 2313 0888
Czech Republic	+420 236 032 552/511
Denmark	+45 43 20 08 57
Egypt	+20 2 23938151
Finland, Latvia, Lithuania, Estonia	+358 (9) 521 52 53
France	+33 (0) 1 55 93 66 67
Germany, Austria	+49 (0)611 235 0
Greece	+30 210 96 92 300
Hungary	+36 (1) 382 60 60
India	+91 120 247 1000
Indonesia	+62 21 385 9449
Iran (Vida)	+98 21 2271463
(Panasonic Office)	+98 2188791102
Italy	+39 02 6788 367
Jordan	+962 6 5859801
Kazakhstan	+7 727 298 0891
Korea	+82 2 2106 6641
Kuwait	+96 522431385

Lebanon	+96 11665557
Malaysia	+60 3 7809 7888
Mexico	+52 55 5488 1000
Netherlands	+31 73 64 02 577
New Zealand	+64 9 272 0100
Norway	+47 67 91 78 00
Pakistan	+92 5370320 (SNT)
Palestine	+972 2 2988750
Panama	+507 229 2955
Peru	+51 1 614 0000
Philippines	+63 2 633 6163
Poland	+48 (22) 338 1100
Portugal	+351 21 425 77 04
Puerto Rico	+1 787 750 4300
Romania	+40 21 211 4855
Russia & CIS	+7 495 6654205
Saudi Arabia	+96 626444072
Singapore	+65 6270 0110
Slovak Republic	+421 (0) 2 52 92 14 23
Slovenia, Albania, Bulgaria, Serbia, Croatia, Bosnia, Macedonia, Montenegro	+36 (1) 382 60 60
Spain	+34 (93) 425 93 00
South Africa	+27 11 3131622
Sweden	+46 (8) 680 26 41
Switzerland	+41 (0) 41 259 96 32
Syria	+963 11 2318422/4

Taiwan	+886 2 2227 6214
Thailand	+66 2 731 8888
Turkey	+90 216 578 3700
U.A.E. (for All Middle East)	+971 4 8862142
Ukraine	+380 44 4903437
U.K.	+44(0)1344 70 69 13
U.S.A.	+1 877 803 8492
Vietnam	+848 38370280



JQA-0443



Factories of Systems Business Group have received ISO14001:2004-the Environmental Management System certification. (Except for 3rd party's peripherals.)