

THE MICROMV™ STORY

MICROMV™ Handycam® Camcorders: ...the next “big” thing.

The World’s Smallest and Lightest Digital Camcorders

Decades of camcorder experience has taught us: small sells. In its day, 8mm was the small size champion. Then DV took the crown. Now Sony introduces the world’s smallest and lightest digital camcorders—the MICROMV™ Digital Handycam® models. The first MICROMV™ camcorders are small enough to slip into a pocket. They’re about 75% smaller and 60% lighter than 8mm camcorders! Now more people can comfortably take a camcorder in more situations than ever before, including mountain climbing, skiing and all-day hikes. And customers can easily carry the MICROMV™ models in purses, briefcases and tote bags, as well as pockets.

Spectacular Picture Quality.

Despite its small size, the new MICROMV™ format achieves picture quality comparable to Mini DV and Digital8® recording! The secret is the super-efficient MPEG2 encoding system—similar to the encoding used in DVD-Video discs and digital satellite broadcasts. MICROMV™ camcorders achieve horizontal resolution of up to 500 lines—better than broadcast television. And like DVD-Video, the MICROMV™ format offers not just digital video, but also true component video, for colors that are crisp, accurate and vivid!

Digital Stereo Sound

Just as the MICROMV™ cassette holds MPEG2 digital video, it also captures MPEG Audio Layer2 sound. You’ll hear superb fidelity with extended frequency response and rich, impressive dynamic range.

Ultra-Compact Videocassette

When you compare the size of videocassettes, you can see that Hi8™ cassettes are a full generation ahead of standard VHS. And Mini DV is a full generation ahead of Hi8™ tapes. But prepare for a shock. The MICROMV™ cassette is 70% smaller than Mini DV!

MICROMV™ Cassette Memory

All MICROMV™ cassettes include a 64K bit MICROMV™ Cassette Memory chip. This expanded capacity delivers a host of features.

- **Index Pictures.** Each time you press Record, the memory chip saves an index picture. You can use these index pictures like a DVD chapter menu. Just click on a scene to access it directly!
- **Index Titling.** You can assign a name to each tape that you can see by simply inserting the tape into the camcorder. You don’t even need to press Play. You can also assign any scene a custom or preset title in a variety of colors.

- **Cassette Info Screen.** See at a glance what’s on the cassette and how much recording time is left.

Going Wireless

Select Sony MICROMV™ Handycam® camcorders can transfer information from Memory Stick® media to the Internet. The camcorder can communicate wirelessly with the supplied BTA-NW1 Bluetooth™ adapter or with other compatible Bluetooth™ devices such as cell phones. You can even use the camcorder to send and receive emails or browse the web—right on the LCD screen!

Advanced Ergonomic Design

Can such a small camcorder still be easy to use? Sony answers with a resounding “yes!”

- **Power switch.** No more looking up just to see the position! Pull down once for camcorder mode, twice for VTR mode and three times for digital still mode.



- **Y-Axis Zoom.** It’s never been easier to access multiple zoom speeds.
- **LCD Screen.** The screen folds back along the length of this amazingly small camcorder, making it easier to hold, watch and control.

The MICROMV i.LINK® Interface

All MICROMV™ camcorders include i.LINK® (IEEE 1394 MICROMV™ In/Out) connectors. Which means you can connect to a PC then create, enhance and edit using Sony’s supplied MICROMV MovieShaker™ 3.1 software. When you’re done, you can record the results back onto tapes or prepare them for burning to CDs or DVDs for family and friends.

Small Size, Full Features

Select Sony camcorders include extensive features and capabilities, reflecting everything we’ve learned over decades of leadership in the camcorder market.

- Professional-grade Carl Zeiss® Vario-Sonnar Lens
- 10X optical/120X Precision Digital Zoom
- Advanced HAD CCD image sensor with 680K pixels
- Digital Still Memory Mode with Memory Stick® media
- MPEG AD movie mode
- USB interface for digital stills and MPEG1 movies stored on Memory Stick® media
- 2.5" SwivelScreen™ Precision Hybrid LCD with 211K pixels
- Super SteadyShot Picture stabilization