

Preliminary Product Announcement



PDW-700

PDW-HD1500

Power HAD FX MPEG HD422

PDW-700
Sony Professional Disc Camcorder

PDW-HD1500
Sony Professional Disc Recorder



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Introduction

The XDCAM production system was first introduced in 2003, offering revolutionary file-based acquisition onto optical Professional Disc. In 2006, Sony launched XDCAM HD camcorders and decks recording and replaying high definition pictures at up to 35Mb/s onto the same 23.3GB Professional Discs. To date, 23,000 XDCAM camcorders and decks have been purchased, highlighting the popularity of XDCAM around the world.

At IBC 2007, Sony demonstrated the latest status of development of two new products that will expand - and sit at the top of - the XDCAM HD line up. These are the PDW-700 camcorder and the PDW-HD1500 recorder.

The PDW-700 will take XDCAM HD acquisition to a new level. It will record excellent quality HD images at up to 50Mb/s onto 50GB Dual Layer Professional Discs. The PDW-700 will use three 2/3-inch progressive CCD sensors each with full 2.2Mpixel 1920 x 1080 resolution using newly developed "Power HAD™ FX" technology. 14 bit A/D conversion, 4:2:2 sampling and recording, and advanced digital signal processing will ensure superb picture quality. The PDW-700 will also support recording in both 1080 and 720-line formats.

The PDW-HD1500 will also record and replay XDCAM HD 50Mb/s 4:2:2 data onto 50GB Dual Layer Professional Disc. With interfaces including i.LINK and Ethernet, the PDW-HD1500 can operate at the heart of small or large scale file-based networked systems. VTR-like JOG/shuttle operation and video interfaces including HD-SDI and SD-SDI also makes the PDW-HD1500 ideal for operation in more traditional vide-based installations.

The PDW-700 and PDW-HD1500 have been designed to increase the appeal of XDCAM HD for applications such as news, European TV drama, documentary and mainstream entertainment programmes that required a high quality look.

File-based acquisition onto Professional Disc, with thumbnail and proxy operation will also make the PDW-700 and PDW-HD1500 ideal for fast-turnaround live applications where speed of production is a critical requirement.

In addition to demonstrating the latest status of development of the PDW-700 and PDW-HD1500, Sony launched the PDW-U1 XDCAM external USB drive at IBC. This external drive records and replays all XDCAM file formats including XDCAM HD 422 at 50Mb/s. With standard IT USB 2.0 interfacing and plug and play operation, the PDW-U1 will increase the appeal of XDCAM HD across the full range of programme applications.



Model Details

PDW-700	Sony Professional Disc Camcorder
PDW-HD1500	Sony Professional Disc Recorder

Target Markets and Applications

The PDW-700 and PDW-HD1500 have been designed for applications that require a prestige look. The picture quality provided by the camcorder, with its 50Mb/s data rate, 2/3-inch 1920 x 1080 resolution CCDs, 14 bit A/D conversion and 4:2:2 recording will increase the appeal of XDCAM HD for applications such as European TV drama, documentary and mainstream entertainment programmes that required a high quality look.

File-based acquisition onto Professional Disc, with thumbnail and proxy operation will also make the PDW-700 and PDW-HD1500 ideal for fast-turnaround news and live applications where speed of production is a critical requirement. Use across the full range of production applications, and by rental, production, broadcast and freelance customers is therefore anticipated.

Price and Availability

Pricing will be finalised closer to the ex-factory date.

Preliminary tentative pricing for the PDW-700 is around €30k including viewfinder.
Preliminary tentative pricing for the PDW-HD1500 recorder is around €19k.

The target date for first deliveries to customers is May 2008 for both models.

Product Introduction Schedule

A preliminary product announcement will be made at IBC 2007. This means that at IBC, Sony will :

- Demonstrate the latest status of development of the camcorder and recorder on the Sony stand
- Announce the model names
- Announce the target date for first deliveries
- Announce tentative pricing
- Provide an announcement fact sheet for customers, outlining the main features disclosed in this Preliminary Product Announcement document



Main Features – PDW-700

The PDW-700 will be the most highly specified camcorder within the XDCAM HD line up. The main features disclosed at IBC are ...

- Image sensors
 - Three 2/3-inch CCD, for RGB image capture, each with 2.2Mpixels
 - New CCD block (Power HAD™FX)
- Video data compression
 - MPEG-2 422P@HL, 50Mb/s bit rate
- Legacy format support for both HD and SD
- 4 channels of digital audio
- Dual Layer Professional Disc (50GB) and Single Layer Professional Disc (23.3GB) support
- 3.5-inch colour LCD
- Thumbnail operation
- Proxy recording and metadata
- Compact and lightweight
 - Weight : 4.2kg (without viewfinder, lens, microphone and battery)
 - Same dimensions as the PDW-530P
- Comprehensive set of interfaces
 - Dual HD/SD-SDI output and composite/HD-Y output
 - Built-in Up/Down converter and 1080/720 Cross converter
 - HD up-conversion from SD input (recording)
 - HD/SD conversion and cross conversion output between 1080 and 720 (playback)
 - Pool-feed input (HD/SD-SDI and composite) option
 - Ethernet (100Base-T)
 - i.LINK



Main Features – PDW-HD1500

The main features of the PDW-HD1500 recorder that will be disclosed at IBC are ...

- Video data compression
 - MPEG-2 422P@HL, 50Mb/s bit rate
- Legacy format support for both HD and SD
- 8 channels of digital audio
- Dual Layer Professional Disc (50GB) and Single Layer Professional Disc (23.3GB) support
- Dual optical pick-up for higher speed file transfer
- 4.3-inch colour LCD
- VTR-like JOG/SHUTTLE operation
- TBC control (via front panel and remote)
- Compact and lightweight
 - Weight : 6.3kg, half-rack width
- Three types of power supply
 - AC, DC, and battery (with adapter)
- Built-in Up/Down converter and 1080/720 cross converter
 - HD up-conversion from SD input (recording)
 - HD/SD conversion and cross conversion output between 1080 and 720 (playback)
- IT Interface
 - Ethernet (1000Base-T)
 - i.LINK

A final confirmed list of features and specifications for the PDW-700 and PDW-HD1500 will be published closer to the ex-factory date.

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