



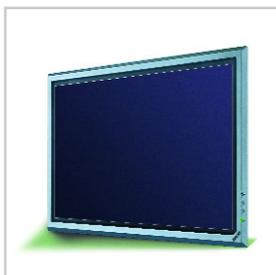
IF HD IS COMING
TOMORROW, WHY DO
YOU NEED HDCAM TODAY?

HDCAM

HDCAM 1080/60i: JUST LOOK AT THE FACTS.



HDW-750



16:9 WIDESCREEN

MPEG IMX

Digital BETACAM

BETACAM SX

BETACAM SP

BETACAM

BACKWARDS COMPATIBILITY

It's a fact that Sony's HDCAM® 1080/60i system has established itself as the world's first proven, practical, standardized, and field-tested approach to high definition program origination for digital broadcasting.

It's a fact that Sony HDCAM camcorders and decks have been out in the field for nearly five years. Thousands have been deployed worldwide. They've handled hundreds of sophisticated, multi-camera productions -- and created uncompromising masters to form the basis of a valuable digital HD archive for the future.

It's a fact that Sony HDCAM equipment is built on the industry-leading 1/2" platform, with robust performance and plenty of headroom -- plus the crucially important ability to protect a 15-year legacy of 1/2" BETACAM® format recordings.

And it's a fact that now, Sony's HDCAM 1080/60i approach is already in its 2nd generation. More flexible. More affordable. And more reflective of all you told us.

WHY ARE ALL THESE FACTS IMPORTANT?

Because for broadcasters, producers, station managers and creative professionals, these are anxious times. The FCC MANDATE is rapidly approaching. In the coming year, all commercial stations must make important decisions. One major network has aggressively promoted shooting in HD. Another has announced that all future production must be 16:9 WIDESCREEN. Even if some issues remain to be settled, the direction is clear -- and the dawn of DTV is at hand.

With broadcast, cable and satellite systems working hard to attract and retain viewers, competitive pressures are increasing. HD programming can help meet this challenge. Creative professionals are also demanding digital facilities and equipment -- a real opportunity for rental and production houses. So now is the time to move ahead. But which way should you go?

OUR SOLUTION IS SIMPLE: GO WITH SONY.

For the foreseeable future, HD and SDTV will peacefully co-exist. Sony has planned accordingly. The good news about our HDCAM 1080/60i system is that it has been carefully designed to carry you through the transition -- gracefully, cost-effectively and at your own pace.

With HDCAM equipment, you'll have superior downconversion to 601. In fact, digital downconversion is a standard feature -- and you'll get results that create "SUPER-SAMPLED" 4:2:2 SDTV program material with amazing color clarity and micro-fine detail.

This enhanced SDTV programming will increase your revenue today. You'll have an HD master for additional revenue tomorrow. You'll even have built-in legacy playback of your entire BETACAM archive -- including analog BETACAM®, BETACAM SP®, BETACAM SX®, DIGITAL BETACAM® and MPEG IMX™ 1/2" format recordings.

And you'll have all the tools you need: a complete all-Sony system, or select Sony HDCAM components that integrate seamlessly with other systems.

MOVING AHEAD, OR MISSING AN OPPORTUNITY?

Budgets are tight for everyone -- broadcasters, producers, corporations, rental houses. Sony understands. So your 2nd-generation HDCAM 1080/60i system is specifically built to deliver real value.

For about the cost of DIGITAL BETACAM equipment, you can be up and running with HDCAM equipment. And you'll be running in the right direction -- toward a more flexible digital future.

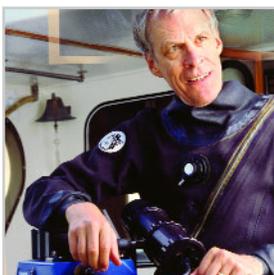
A future with new revenue streams. New creative capabilities. New techniques to reduce costs and increase productivity. It's all ahead in the DIGITAL TV era. And there can be significant competitive advantages for those who get there first.

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THE HDCAM FORMAT IN ACTION: BEEN THERE, DONE THAT.



ANGUS YATES



FEODOR PITCAIRN



ERIC DUKE

It's a fact that Sony's HDCAM 1080/60i systems have proven themselves in some of the world's toughest locations.

On some of the world's most high-stakes, high-visibility creative assignments. For some of the world's most challenging productions. With some of the world's most accomplished video and film professionals -- a tough audience when it comes to evaluating new equipment.

Sure, there's a learning curve. But it's gentle, not steep. In controls, ergonomics, and operational efficiency, HDCAM equipment continues a Sony tradition refined through decades of serving the broadcast and production community.

As always, HDCAM equipment is designed to make you and your crew comfortable at first roll of tape.

HDCAM 24P SYSTEMS ARE DRIVING DIGITAL CINEMATOGRAPHY.

Sony's HDCAM format approach comes in two variants. HDCAM 1080/60i, specifically tailored for broadcast assignments, cable origination, live-action sports, commercial productions, and corporate videos. And HDCAM 24P, the Sony CineAlta™ system -- leading the revolution in digital cinematography.

With progressive scanning at the film rate of 24 fps, the HDCAM 24P format is making movie history. After shooting the equivalent of 1.6 million feet of film for *STAR WARS: EPISODE II* on Panavision-prepared Sony 24P cameras, director **GEORGE LUCAS** declared that he would "never shoot another film on film."

HDCAM 24P system advantages start with its amazing cost comparison to shooting film. Comparing HDCAM tape cost with costs for film stock, developing and dailies, you can realize significant savings.

An HDCAM small cassette holds up to 50 minutes, compared to 11 minutes per 35mm film load. Multiple takes can be done without stopping the camera. Instant replay from the camcorder expedites your creative decision-making. And special effects are more cost-effective, because you remain in the digital domain and can work in real time.

Sony's HDCAM 24P system is switchable from 24P to 1080/60i. It can also switch to 1080/30P. If you are working overseas or doing co-productions, it can even switch to 25P or 50i. So if you decide to go with CineAlta equipment, there's just one system to buy.

OKAY, WHO'S USING HDCAM 1080/60i?

HDCAM 1080/60i is making a name for itself by going where the action is. Just months ago, to the summit of Mt. Everest. To the Staples Center. To Madison Square Garden. Into space, aboard the STS-93 space shuttle. And under the sea, where the Woods Hole Oceanographic Institute brought back incredible HD images from a depth of 3000 meters.

For the Discovery Channel's Eco-Challenge event, Executive Producer **ANGUS YATES** used 20 HDCAM camcorders to cover 700 miles of Andean wilderness -- and shot 600 hours of breathtaking material.

FEODOR PITCAIRN immersed an HDCAM camcorder in breaking waves and surging tides, sometimes for days at a time -- to catch unforgettable closeups of killer whales.

And **ERIC DUKE**, of All Mobile Video, took a mobile van filled with HDCAM equipment to Hawaii, spread out enough cable to cover a golf course, and transmitted simultaneous live HD and SD signals during an international PGA tournament.

Again and again, real-world HDCAM equipment advantages are making HD happen. Production facilities are using HDCAM gear. Rental facilities are offering HDCAM equipment. Post-production facilities are mastering in the HDCAM format. And **FORD MOTOR COMPANY** and other **FORTUNE 1000** corporations are producing commercials using HDCAM 1080/60i equipment.

LISTEN TO THE VOICES OF EXPERIENCE.

If production credits alone can convince you, HDCAM equipment speaks for itself. But listen to the rave reviews.

"Once you get comfortable in HD, you never want to go back." That's how Angus Yates summed up his Eco-Challenge shooting experience.

"We estimate that using HDCAM equipment saved us \$3.8 million," according to Pierre de Lespinois, Executive Producer of 22 episodes of the prime-time production, *THE SECRET ADVENTURES OF JULES VERNE*.

"For our kind of subject, HDCAM is the only way," says Feodor Pitcairn. "The underwater environments we are shooting in may not even exist in the future."

And Eric Duke observes: "By doing large-scale productions now in HD, the networks can prepare for the future -- and have bankable productions so they get more bang down the road."

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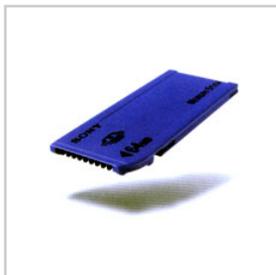
NEW HDCAM EQUIPMENT: 2ND GENERATION, FIRST CHOICE.



HDW-750



HDW-2000



SONY CONVIENCE

Two new HDCAM camcorders, and a new family of 2000-SERIES HDCAM VTRS.

They extend the remarkable success story of HDCAM systems -- and prove that the best is yet to come. For HD production, they offer a new generation of advantages. Beginning with cost reductions that can bring true HD quality within your reach.

INNOVATIONS THAT WILL EARN OVATIONS.

The new HDW-750 incorporates everything we've learned from 20 years of building professional camcorders -- and listening to the professionals who use them.

The HDW-750 is more compact and lightweight. Even with viewfinder, battery, microphone, and 50-minute HDCAM cassette, it weighs less than 11 pounds.

It offers innovations like **TURBO GAIN**, for shooting color HD in as little as 0.15 lux. Dual optical filter wheels. Assignable one-touch function buttons. Advanced in-camera effects. Even a **MEMORY STICK™** storage media setup system for instant recall of five alternate camera adjustments.

And the new HDCAM 2000-Series VTRs build an ideal bridge from SDTV to HDTV. You'll have full high definition record/playback capabilities -- plus legacy playback of all standard definition **BETACAM** formats, with internal **UPCONVERSION TO 1920 x 1080** digital sampling for **HDTV PLAYOUT**.

A HEAD ABOVE OUR NEAREST COMPETITOR.

Of course, Sony is not the only company working to make its mark in the HD future. And for reasons of cost, some of our competitors are offering their HD equipment in 1/4" format.

But when you preserve the advantages of the 1/2" platform, you also maintain the quality and flexibility you're looking for to help you make a smooth, profitable transition to HD.

You maintain the robust construction of 1/2" camcorders, with a proven history of standing up to the toughest professional demands.

You maintain the ability to create the highest quality master -- one with plenty of headroom and longer shelf life, to provide new revenue streams as HD broadcasting and production becomes more widespread.

You maintain the elegant upconversion to film that makes **HDCAM 1080/60i** and **HDCAM 24P** systems so valuable to the worldwide production community.

And you maintain built-in legacy playback of your existing 1/2" tape archive -- an invaluable asset for generating the new revenue streams to meet future competitive challenges.

YOU GET WHAT YOU PAY FOR -- AND A WHOLE LOT MORE.

When you consider all the advantages, Sony's 2nd generation **HDCAM 1080/60i** equipment isn't costly. It's cost-effective.

And only Sony HDCAM systems are backed by Sony support. Sony service. Sony training. A complete program of essential resources -- the ones you need to get the most out of your equipment, your assignment, and your installation.

So one last time, let's ask the essential question. If HD is coming tomorrow, why do you need **HDCAM** gear today?

Because Sony **HDCAM 1080/60i** systems provide today's best solution -- for **DTV**, for **SDTV** and for **HDTV**. Ideal for where you are. And more than capable of taking you virtually anywhere you want to go.

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INVEST IN AN HDCAM SYSTEM TODAY: TOMORROW, YOU'LL WANT TO THANK US.

For years, Sony has been carefully studying the HD future. Standards. Aspect ratios. Analog. Digital.

We've explored compression technologies. Control interfaces. Distribution and routing. Operating practicalities. And most important, migration paths. Because quality is important. But profitability is essential.

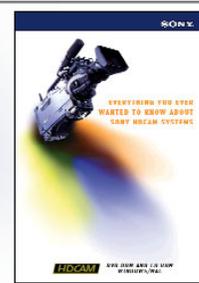
We have good reasons to be confident about the digital future. And whether you're a broadcaster, independent producer, rental house or production facility, you have good reasons to choose Sony as your partner. Sony has been through it all with you, every step of the way -- and we strongly believe that the time to move ahead is now.

On the Sony HDCAM DVD, you can find complete product and technical information, even interview clips with visionaries leading the HDCAM format revolution: **GEORGE LUCAS, JAMES CAMERON, JOHN AMODEO** and others.

Our new website at WWW.SONYUSACINEALTA.COM is devoted to the HDCAM technology story, with news articles, FAQs, and listings of who's using, renting and producing with Sony HDCAM equipment.

The time to buy your Sony **HDCAM 1080/60i** system is today. Tomorrow, you'll be very glad you did.

If you haven't ordered your
FREE HDCAM DVD Package
from Sony yet, visit
WWW.SONYUSACINEALTA.COM
or call **1-866-MY-HDCAM** now!



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