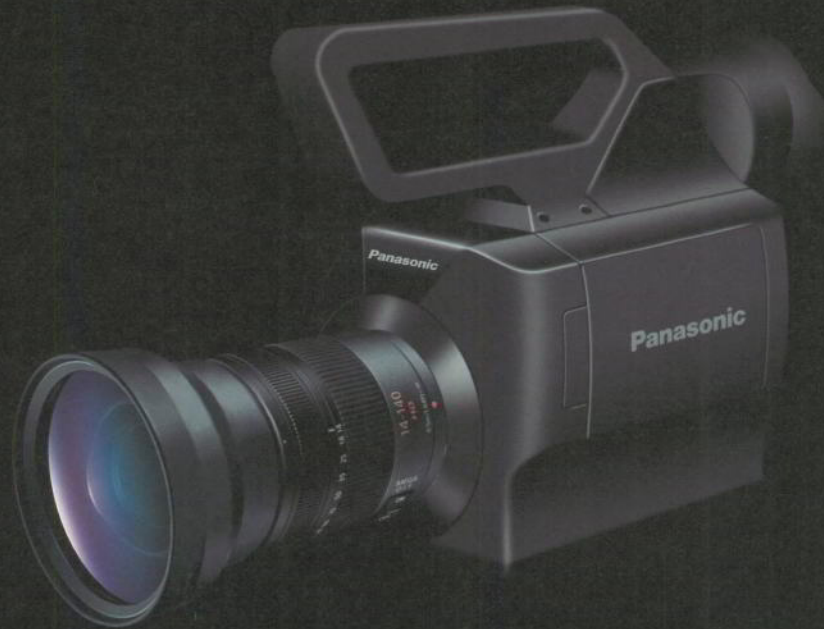


AG-AF100

Memory Card Camera Recorder

Preliminary



*This image is an illustration showing the AG-AF100 under development.

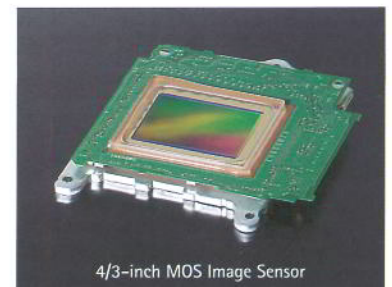
The World's First*¹ Professional HD Camera Recorder Conforms the Micro Four Thirds Standard.*² AVCCAM Quality and Functions Achieve Digital Single Lens Still Camera Images.

The AG-AF100 is a professional AVCCAM Series HD camera recorder equipped with the Micro Four Thirds optical system commonly used in digital single lens still cameras. It directly accommodates Micro Four Thirds digital single lens still camera lenses, and an adaptor can be used to mount 35mm film camera lenses and prime lenses. This lets you capture a wealth of film-like images with distinctive lens characteristics, like a shallow depth of field and an attractive soft focus. Designed for stable camera work, the AG-AF100 is packed with functions and specifications that combine comfortable operation with superb images and extended recording times. It features HD-SDI output and mic input, remote control terminals, and versatile system interfaces that you normally find only on professional camera recorders.

The AG-AF100 also offers PH mode recording to deliver optimal AVCHD image quality in multiple HD video formats — including 24p and 30p. The variable frame rate enables slow/quick motion recording. Use the AG-AF100 to produce videos with stunning image quality, such as music, promotional, TV commercial and other short productions.

*1: As of April 2010. (based on our investigation)

*2: The AG-AF100 is designed to comply with the Micro Four Thirds standards, but it does not guarantee compatibility with all Micro Four Thirds standard lenses.



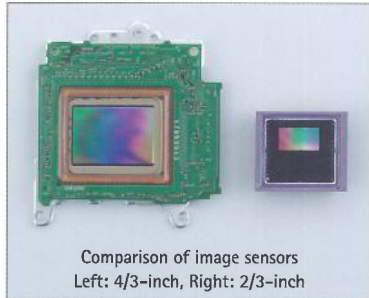
4/3-inch MOS Image Sensor

AG-AF100 Micro Four Thirds Memory Card Camera Recorder

A 4/3-inch Image Sensor with Digital Still Camera Technology

The same digital single lens still camera technology that's gathering widespread attention for its innovative motion image techniques, has been applied to this camera recorder.

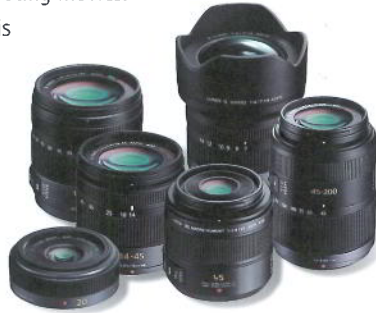
The 4/3-inch MOS image sensor, with an imaging area similar to that of 35mm movies, lets you easily shoot film-like movies with the shallow depth of field and soft focus of a film camera lens.



Micro Four Thirds Lens Mount

A wide variety of lenses for Micro Four Thirds standard digital SLR cameras can be used for shooting movies.

With the mount adaptor, it is also possible to mount 35mm film camera lenses and prime lenses, to render images that maximize lens characteristics.



Micro Four Thirds Camera Lenses

Extended Recording in AVCHD High-Quality PH Mode

The AVCHD recording format used by the AG-AF100 includes a professional PH mode with maximum AVCHD bit rate for stunning image quality. Two SD card slots allow continuous recording for up to 12 hours* in PH mode and up to 48 hours* in HE mode with two SD (SD/SDHC/SDXC) cards on board.



SDXC Memory Card (64GB)

*Using two 64-GB SDXC Memory Cards.

Multi HD Format and Multi Frame Rate

The AG-AF100 records in 1080:59.94i/50i/29.97p/25p/23.98p or 720:29.94p/50p/29.97p/25p/23.98p with its multi HD format. When recording in 720p mode, you can render movie-like images with effects like slow and quick motion. The Dynamic Range Stretcher, Gamma Select and other image features have also been inherited from previous Panasonic professional camera recorders.

A Professional Design with HD-SDI, XLR and Other Interfaces

The AG-AF100 features HD-SDI output, XLR audio 2-channel input, and other interfaces that are typically found on professional camera recorders. Time code recording also supports precise video production. In addition to its compact, lightweight body, the AG-AF100's professional camera recorder design with grip, handle and large viewfinder firmly support reliable camera work.

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

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