

Sony® DCR-SR67 Handycam® Camcorder – PRODUCT INFORMATION DOCUMENT

OFFICIAL NAMES

Sony® DCR-SR67 80GB¹ Handycam® Camcorder

Sony® DCR-SR67 80GB¹ HDD Handycam® Camcorder

Sony® DCR-SR67 80GB¹ Hard Disk Drive Handycam® Camcorder

MODELS

DCR-SR67

DESCRIPTION (40 CHARACTER MAXIMUM – ANYTHING OVER 40 WILL BE CUT OFF) **BRIEF PRODUCT DESCRIPTION FOR USE WITH RETAIL FACT TAGS**

(38) 80GB HDD camcorder w/ 60X optical zoom

POSITIONING STATEMENT

PLEASE REFER TO AD COPY FOR WHAT TO USE IN YOUR COMMUNICATIONS

The Sony® DCR-SR67 is a standard definition, hard disk drive-based camcorder that incorporates all of the features of the entry-level DCR-SR47 and introduces a larger capacity, 80GB¹ hard disk drive, 5.1 channel surround sound recording, and record and zoom controls on the frame of the LCD display.

The built-in 80GB¹ hard disk drive offers substantially longer recording times than similar DVD or flash memory-based camcorders. In addition, a 60X optical zoom lens helps capture extreme close-ups from far away, and a direct connection to an optional VRD-P1 DVDirect® DVD burner allows for easy video transfer without the need for a PC.

The DCR-SR67 replaces the DCR-SR65 for 2009.

The target consumer includes those who are satisfied with standard definition quality but require longer recording times than those offered by DVD or flash memory-based camcorders, as well as those drawn by the optical performance of the 60X optical zoom lens.

CAMPAIGN MESSAGE: HDNA

Whether it's the Sony® professional HD cameras used in sports and entertainment or the Sony HD products you use at home, they all share the same genetic code. We call it HDNA. Our passion and knowledge for all things high definition extend through every HD product we make. HDNA is what allows Sony to bring you truly unmatched HD experiences and innovations that make it easy to get the best shot.

CATEGORY MESSAGE

The same minds behind most professional broadcast cameras are behind Sony® HD Handycam® camcorders, so you can experience your memories like never before – with the clarity and lifelike color that comes with 1080 lines of HD resolution. Handycam® camcorders have cutting edge features like a powerful 60X optical zoom lens for capturing extreme close-ups from far away.

ADVERTISING MESSAGE

[Provided by the Messaging Team]

ADVERTISING COPY

10 Words (13)	The DCR-SR67 features a built-in 80GB ¹ hard disk drive for extended, hassle-free recording.
25 Words (29)	Capture the perfect shot with the Sony® DCR-SR67 Handycam® camcorder, which features a powerful 60x optical zoom lens and a built-in 80GB ¹ hard disk drive for extended, hassle-free recording.
50 Words (56)	Capture the perfect shot with the Sony® DCR-SR67 Handycam® camcorder. A built-in 80GB ¹ hard disk drive offers extended, hassle-free recording and a professional-quality Carl Zeiss® Vario-Tessar® lens delivers sharp, high resolution images and a powerful 60x optical zoom. Hybrid technology even allows you to record video to the hard drive or optional Memory Stick Duo™ media.

BASIC BULLETS (SHORT – MUST BE 55 CHARACTERS OR LESS)

80GB¹ hard disk drive
60X Optical / 2000X Digital Zoom
Carl Zeiss® Vario-Tessar® lens
SteadyShot™ Image Stabilization
Record to HDD or available Memory Stick Duo™ media
1/8" Advanced HAD™ CCD Imager
Direct connection to DVD burner (sold separately)
2.7" wide touch panel³ LCD display (123k pixels)
Power On by opening the LCD display
Dolby® Digital 5.1ch recording with Built-in Zoom Mic
Includes Sony® PMB (Picture Motion Browser) software⁹
Record and zoom controls on LCD frame
One Touch Disc Burn for quick, easy archiving¹²
Easy Handycam® Button
Film Roll Index
Face Index function
USB 2.0 interface

LONG BULLETS (MEDIUM – APPROX. LENGTH AROUND 250 CHARACTERS)

A built-in 80GB¹ hard disk drive can record and store up to 56 hours of video footage in SD LP mode.

60X optical zoom and 2000x digital zoom bring you closer to the action, so you can capture extreme close-ups from far away.

The DCR-SR67 features a professional-quality Carl Zeiss® Vario-Tessar® lens designed specifically for compact camcorders. Precision ground optics help maintain the sharpness and contrast of larger lenses, and SteadyShot™ image stabilization helps reduce blur caused by camera shake.

Hybrid recording technology lets you record video directly to either the 80GB¹ hard disk drive or removable Memory Stick Duo™ or Memory Stick PRO Duo™ media (sold separately).

A 1/8" Advanced HAD™ (Hole Accumulation Diode) CCD imager with 410K (effective) pixel resolution delivers stunning detail and clarity for exceptional video and still image performance.

The DCR-SR67 supports a direct connection to the VRD-P1 DVDirect® DVD burner (sold separately), which allows you to burn DVDs directly from your camcorder without the need for a PC.

The 2.7" wide touch panel³ LCD display provides exceptional viewing clarity with 123K pixels resolution and rotates up to 270 degrees for multiple viewing angles.

Power on your camcorder by simply opening the LCD display.

Dolby® Digital 5.1 channel recording captures active sounds coming from all directions, so you can experience your home movies the way you experienced them while recording. The Built-In Zoom Mic focuses audio recording on your subjects in sync with the camera's zoom lens.

Sony Picture Motion Browser software offers a simple, intuitive way to transfer, sort, and view your video and still images on your compatible PC. In addition, multiple output options let you burn your memories to DVD media, as well as take advantage of one click upload to a number of popular video and photo sharing sites⁹ (compatible PC and internet connection required).

The DCR-SR67 features an additional set of record and zoom buttons on the frame of the LCD screen, give you more control and flexibility when holding the camcorder, especially in overhead or low angle shots.

Easily burn a DVD copy of your footage using the supplied PMB (Picture Motion Browser) software⁹. Simply connect the camcorder to your compatible PC via a USB cable and press the One Touch Disc Burn Button.

The Easy Handycam® Button "locks out" most of the advanced features on your camcorder, letting you focus on only the buttons essential for recording.

Film Roll Index creates scene indexes at specified display intervals, making it easier to find and playback the desired moment.

Face Index uses Face Detection technology to organize your video footage based on the faces detected in each scene.

A USB 2.0 interface provides an easy way to connect your camcorder to a compatible PC for fast transfer of video and still images for editing.

KEY FEATURES (LONG – UP TO PARAGRAPH LENGTH)

80GB hard disk drive:

A built-in 80GB¹ hard disk drive can record and store up to 56 hours of video footage in SD LP mode. In addition, "HDD Smart Protection" gives you peace of mind by preventing any recorded video and images from being lost if the camcorder is accidentally dropped.

60X Optical / 2000X Digital Zoom:

Ideal for sporting events, wildlife, or distance shooting, 60X optical zoom brings you closer to the action, so you can capture extremely tight shots, even from far away. In addition, Digital Zoom Interpolation means that extreme digital zooming (up to 2000X) is clearer, with less distortion than previous types of digital zooms.

Carl Zeiss® Vario-Tessar® lens with SteadyShot™ image stabilization:

The DCR-SR67 features a professional-quality Carl Zeiss® Vario-Tessar® lens designed specifically for compact camcorders. Precision ground optics help maintain the sharpness and contrast of larger lenses, and SteadyShot™ image stabilization helps reduce blur caused by camera shake.

Hybrid Recording to HDD or Memory Stick Duo™ media:

Hybrid recording technology delivers a new level of flexibility of capturing and transferring your video footage and digital photos from the camcorder to compatible viewing devices. Record to 80GB¹ hard disk drive or choose instead to record to removable Memory Stick PRO Duo™ media (sold separately). You can even select from various dubbing functions to easily copy video or still images from the HDD to the Memory Stick® media -- without using a PC.

1/8" Advanced HAD™ CCD Imager:

A 1/8" Advanced HAD™ (Hole Accumulation Diode) CCD imager with 410K (effective) pixel resolution delivers stunning detail and clarity for exceptional video (up to 500 lines of horizontal resolution) and still image performance.

Direct connection with DVDirect® DVD burner (sold separately):

The DCR-SR67 supports a direct connection to the VRD-P1 DVDirect® DVD burner (sold separately), which allows you to burn DVDs directly from your camcorder without the need for a PC. And because the VRD-P1 is powered by your camcorder, you don't need an additional AC power cable.

2.7" wide touch panel³ LCD display (123k pixels):

The 2.7" wide touch panel³ LCD display provides exceptional viewing clarity with 123K pixels resolution. The display rotates up to 270 degrees for multiple viewing angles, as well as provides sharp, detailed images for monitoring or playback. The convenient touch panel allows easy access to menus and additional functionality such as spot focus and spot metering.

Power On by opening LCD display:

Power on your camcorder by simply opening the LCD display.

Dolby® Digital 5.1ch recording with Built-in Zoom Mic:

Dolby® Digital 5.1 channel recording captures active sounds coming from all directions, so you can experience your home movies the way you experienced them while recording. The Built-In Zoom Mic focuses audio recording on your subjects in sync with the camera's zoom lens.

Includes Sony® PMB (Picture Motion Browser) software:

Sony Picture Motion Browser software offers a simple, intuitive way to transfer, sort, and view your video and still images on your compatible PC. In addition, multiple output options let you burn your memories to DVD (sold separately), as well as take advantage of one click upload to a number of popular video and photo sharing sites⁹.

Record and zoom controls on LCD frame:

The DCR-SR67 features an additional set of record and zoom buttons on the frame of the LCD screen, give you more control and flexibility when holding the camcorder, especially in overhead or low angle shots.

One Touch Disc Burn:

Easily burn a DVD copy of your footage using the supplied PMB (Picture Motion Browser) software⁹. Simply connect the camcorder to your compatible PC via a USB cable and press the One Touch Disc Burn Button.¹²

Easy Handycam® Button: Using a camcorder can be intimidating for some people. With a press of the Easy Handycam Button, most of the advanced features of the camcorder are "locked out," letting you focus only the buttons essential for recording.

Film Roll Index:

Like chapters in a book, Film Roll Index helps you easily find desired scenes in video footage. When using this feature, the camcorder previews the beginning of scenes and can create scene indexes set at specified display intervals (3, 6, or 12 seconds and 1 or 5 minutes).

Face Index function:

Face Index makes it easier than ever to find and play back the right video scene. Using Face Detection technology, Face Index indexes your video footage according to the faces detected in each scene. When it's time to play back video, simply search for what you want by selecting from among the detected faces displayed in the index.

USB 2.0 interface:

A USB 2.0 interface provides an easy way to connect your camcorder to a compatible PC for fast transfer of video and still images for editing.

LOGOS:

80GB HDD
60X Optical Zoom
Zeiss
Hybrid Recording
Advanced HAD CCD
Face Index
USB 2.0

FOOTNOTES (at least 8pt font):

1. 80GB available. Storage capacity may vary. A portion of the memory is used for data management functions.
3. Viewable area measured diagonally.
9. Requires Windows 2000 Professional SP4, Windows XP SP2, or Windows Vista. Not supported by Mac OS.
12. One Touch Disc Burn features requires DVDirect burner or compatible PC with supplied PMB software (sold separately).

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*Logo mentions need to be included if logo shown or listed in copy