

# Sony® DCR-DVD650 Handycam® Camcorder – PRODUCT INFORMATION DOCUMENT

## OFFICIAL NAMES

Sony® DCR-DVD650 Handycam® Camcorder

## MODELS

DCR-DVD650

## DESCRIPTION (40 CHARACTER MAXIMUM – ANYTHING OVER 40 WILL BE CUT OFF)

### **BRIEF PRODUCT DESCRIPTION FOR USE WITH RETAIL FACT TAGS**

(40) Hybrid DVD camcorder w/ 60X optical zoom

## POSITIONING STATEMENT

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

The Sony® DCR-DVD650 is the entry-level standard definition, DVD-format Handycam® camcorder. The DCR-DVD650 offers simple touch panel operation, DVD convenience, and a 60X optical zoom lens for capturing extreme close-ups from far away.

The DCR-DVD650 replaces the DCR-DVD610 for 2009.

Target consumers are those interested in the convenience and compatibility of the DVD format, and who may be wary of non-removable storage media, such as hard disk drives.

## 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

<b>10 Words (12)</b>	Record your memories directly to DVD with the Sony® DCR-DVD650 Handycam® camcorder. (media sold separately)
<b>25 Words (29)</b>	Simple controls and powerful features make it easy to shoot high quality video with the Sony® DCR-DVD650 Handycam® camcorder, including a

	60x optical zoom lens and SteadyShot™ image stabilization.
<b>50 Words (56)</b>	Shooting high quality video is easy with the Sony® DCR-DVD650 Handycam® camcorder. The powerful 60x optical zoom lens gets you close to the action, while SteadyShot™ image stabilization reduces blur. And with Hybrid recording technology, you can capture it all directly to a DVD, or to removable Memory Stick Duo™ or Memory Stick PRO Duo™ media (media sold separately).

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

1/8" Advanced HAD™ CCD Imager  
 60X Optical / 2000X Digital Zoom  
 Carl Zeiss® Vario-Tessar® lens  
 SteadyShot™ Image Stabilization  
 DVD-R/-RW/+RW and +R DL (Dual Layer) Compatible<sup>6</sup>  
 Record to DVD or available Memory Stick Duo™ media  
 2.7" wide touch panel<sup>3</sup> LCD display (123k pixels)  
 Power On by opening the LCD display  
 Built-in zoom microphone  
 Color Viewfinder (123k pixels)  
 Includes Sony® PMB (Picture Motion Browser) software<sup>9</sup>  
 One Touch Disc Burn for quick, easy archiving  
 Easy Handycam® Button  
 Film Roll Index  
 Face Index function  
 Playback Zoom  
 USB 2.0 interface

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

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.

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-DVD650 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.

The DCR-DVD650 is compatible with a variety of DVD formats (DVD-R/-RW/+RW and +R DL (Dual Layer)<sup>6</sup>, allowing you to take advantage of the ease-of-use and simplicity found in DVD media.

Hybrid recording technology lets you record video directly to either DVD media<sup>6</sup> or removable Memory Stick Duo™ or Memory Stick PRO Duo™ media (all sold separately).

The 2.7" wide touch panel<sup>3</sup> 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.

The Built-In Zoom Mic focuses audio recording on your subjects in sync with the camera's zoom lens.

The DCR-DVD650 features a 123k pixel resolution color viewfinder that lets you record and then review video and still images with the LCD display closed.

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 (sold separately), as well as take advantage of one click upload to a number of popular video and photo sharing sites (compatible PC and internet connection required).

Easily burn a DVD copy of your footage using the supplied PMB (Picture Motion Browser) software<sup>9</sup>. Simply connect the camcorder to your compatible PC via a USB cable and press the One Touch Disc Burn Button.<sup>12</sup>

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.

Playback Zoom lets you zoom in up to 5x closer on your videos during playback or in the playback pause mode.

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)**

### **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.

### **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-DVD650 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.

### **DVD-R/-RW/+RW and +R DL (Dual Layer) Compatible:**

The DCR-DVD650 is compatible with a variety of DVD formats (DVD-R/-RW/+RW and +R DL (Dual Layer)<sup>6</sup>, allowing you to take advantage of the ease-of-use and simplicity found in DVD media. With DVD+RW media, there is no need to finalize the disc (minimum recording required); simply remove and insert the media into a compatible DVD or Blu-ray Disc™ player.

**Hybrid Recording to DVD or Memory Stick PRO 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 DVD media<sup>6</sup> or choose instead to record to removable Memory Stick PRO Duo™ media (all sold separately). You can even select from various dubbing functions to easily copy video or still images from the Memory Stick® media to -- without using a PC.

**2.7" wide touch panel<sup>3</sup> LCD display (123k pixels):** The 2.7" wide touch panel<sup>3</sup> 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:**

Quickly power on your camcorder by simply opening the LCD display.

**Built-in zoom microphone:**

The built-in zoom microphone focuses audio recording on your subjects with the camera's zoom lens, helping memories ring true with clear dialogue and crisp, discrete sounds.

**Color Viewfinder (123k pixels):**

The DCR-DVD650 features a 123k pixel resolution color viewfinder that lets you record and then review video and still images with the LCD display closed.

**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 sites<sup>9</sup>.

**One Touch Disc Burn:**

Easily burn a DVD copy of your footage using the supplied PMB (Picture Motion Browser) software<sup>9</sup>. Simply connect the camcorder to your compatible PC via a USB cable and press the One Touch Disc Burn Button.<sup>12</sup>

**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.

**Playback Zoom:**

Playback Zoom lets you zoom in up to 5x closer on your videos during playback or in the playback pause mode.

**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:**

Advanced HAD CCD
60X Optical Zoom
Zeiss
Memory Stick
DVD
Hybrid recording
Face Index
USB 2.0

**FOOTNOTES (at least 8pt font):**

3. Viewable area measured diagonally.
6. Not all DVD media types are compatible with all DVD players.
9. Requires Windows 2000 Professional SP4, Windows XP SP2, or Windows Vista. Not supported by Mac OS.
12. One Touch Disc Burn feature 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