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JVC announces alliance with Sony to support XDCAM EX professional video file format, which records on SxS memory cards

KA-MR100G media recorder to be first JVC native XDCAM EX file-based device



IBC 2008, Amsterdam, 13 September 2008 – Victor Company of Japan, Ltd. (JVC) announced today its alliance with Sony Corporation to support the XDCAM EX MPEG-2 professional video file format¹ and SxS (S-By-S) solid state flash memory cards². JVC's is committed to develop products based on the XDCAM EX file format utilising SxS memory cards to bring this high quality, high bit rate recording option to JVC professional video product customers³. The compact SxS memory card provides high speed data transfer capability designed especially for professional video camera applications.

“JVC is committed to collaborating with world-class partners to provide the best solutions and the widest range of options for our professional video customers,” stated Hiroyuki Takekura, Managing Director, Professional Systems Business, Victor Company of Japan. “Our goal is to offer a variety of recording options including major video file formats and field-proven media. We are extremely pleased with our alliance with Sony Corporation to support the XDCAM EX file format and the SxS memory card and thereby expand our professional application capabilities.”

“Sony is very pleased to license the XDCAM EX file format to JVC. Sony and JVC are both well-established companies in the professional video market and Sony has enjoyed a strong relationship with JVC over an extended period of time,” said Yoshinori Onoue, Corporate Executive, SVP of Sony Corporation. “We see this announcement as a natural evolution of this relationship, which will help ensure the continued success of XDCAM EX.

JVC will launch the KA-MR100G docking media recorder as its first product featuring native XDCAM EX file recording and an SxS memory card slot. This device will record and playback XDCAM EX files on an SxS memory card. The KAMR100G will also attach to current JVC ProHD GY-HD200/250 series professional high definition camcorders via a specially designed adapter. Future products from JVC will attach directly to the KA-MR100G.



The KA-MR100G will be available in March 2009 with a suggested retail price of under €2000 in Europe and \$3000 in the United States.

***1: XDCAM EX**

This is Sony Corporation's brand name for its professional video camera series incorporating the SxS memory card as a recording medium and features an MPEG-2 Long GOP compression method.

***2: SxS memory card**

SxS is a flash memory card designed for professional video cameras with a high-speed PCI Express interface. It conforms to the Express Card standard, and has a maximum recording capacity of approximately 70 minutes of High Definition (HD) video with a 16GB SxS memory card.

***3:** The development of file format compatible with XDCAM EX series is conducted under license from Sony Corporation.

* All trademarks and brand names are the property of their respective proprietors.

About JVC Professional Europe Ltd.

JVC Professional Europe Ltd. is a wholly owned subsidiary of Victor Company of Japan, one of the world's leading manufacturers and suppliers of a wide range of sophisticated high quality broadcast, professional, recording, playback and presentation equipment, along with computer imaging, internet communications, data storage solutions and CCTV. JVC Professional Europe Ltd. is committed to providing video and data-related solutions and service to customers in the UK, Eire and parts of the Middle East and Africa. For more information, please visit www.jvcpro.eu.

About Sony

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and on-line businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately 55.44 billion euro for the fiscal year ended March 31, 2008. Sony Global Web Site: www.sony.net.

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