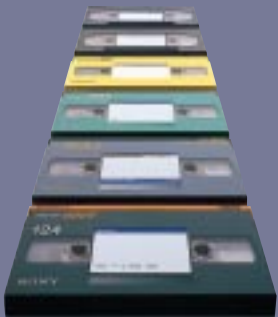


SONY®



1/2

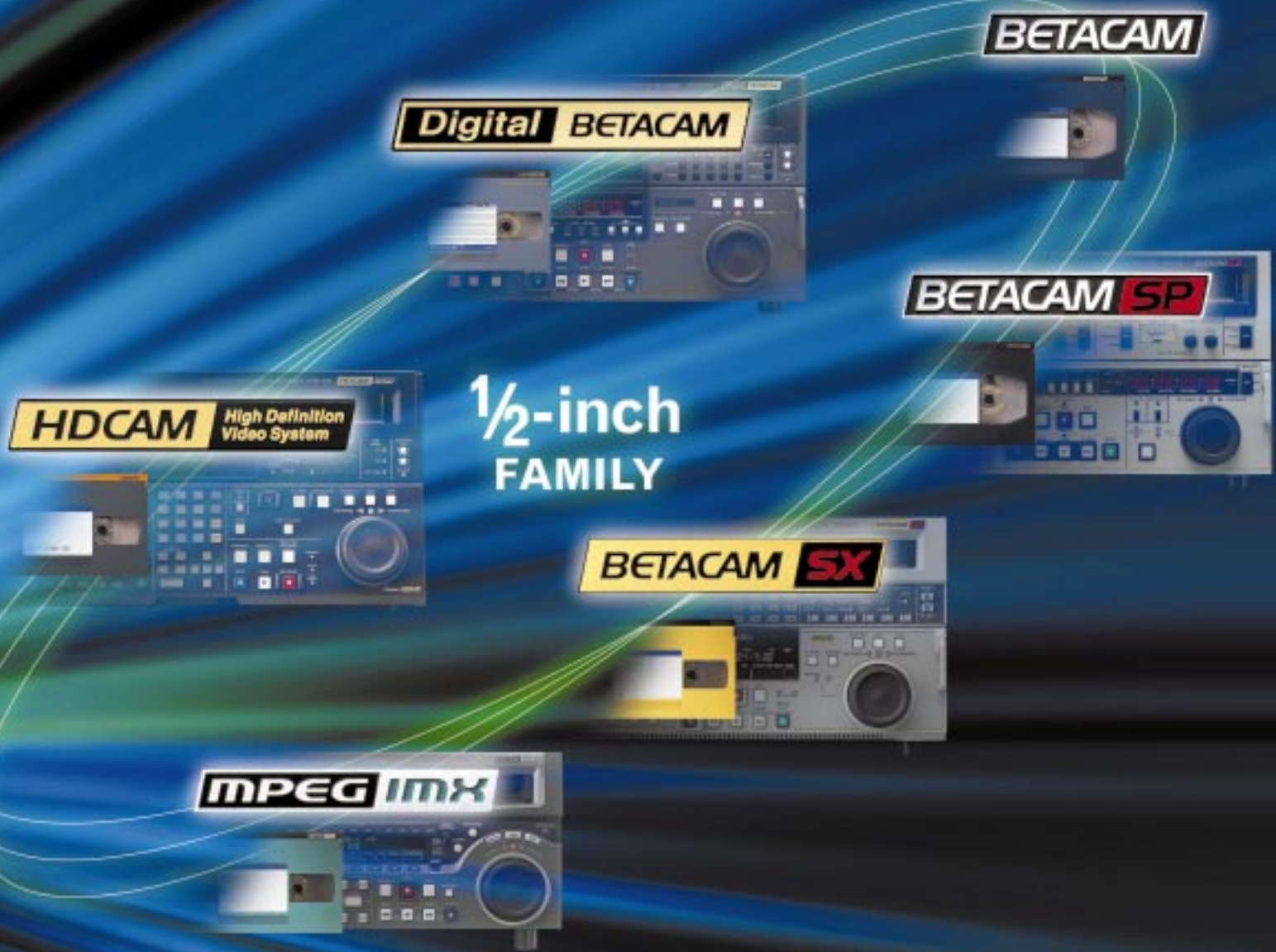
Sony 1/2-inch Technology: Innovations from ENG to HDTV

Sony 1/2-inch technology: A world of success

The introduction of the Betacam® tape format in the early 1980s was a defining moment in television history. Almost two decades later, a consistent 1/2-inch strategy and steadily evolving technology have seen that original format develop into Betacam SP®, Digital Betacam®, Betacam SX®, HDCAM® and MPEG IMX™ formats. Over half a million Sony 1/2-inch VTRs are in use today and the number keeps rising. These Betacam-based VTRs are supporting a huge range of applications around the world – right up to high-end digital movie making. Their users benefit from the highest levels of reliability, proven video performance and outstanding operability that make these 1/2-inch VTRs supremely cost-effective.

The advantages of Sony 1/2-inch technology continue to make this the platform of choice.





1/2-inch FAMILY

A great legacy, and a great future. These 1/2-inch formats are destined to play a continuing and vital role in the industry, as demonstrated by two exciting new products developed by Sony.

The future of all Sony 1/2-inch formats is assured with the new Multi Players

Imagine a player that can play back all your legacy Betacam-family cassettes. Imagine being able to play all these cassettes in the new SDTV and HDTV infrastructures. Imagine no longer, reality has arrived. The new Digital Multi Players, the MSW-M2100/P and the HDW-M2100/P, provide cross-format playback capability. The MSW-M2100/P handles Betacam, Betacam SP, Betacam SX, MPEG IMX and Digital Betacam formats, with SDI and SDTI-CP outputs (an optional up-converter with an HD SDI output is under development). The HDW-M2100/P adds HDCAM playback capability, HD SDI output, and an up/down converter for cross-conversion between SD and HD output signals. This last feature assures superb operational flexibility and smooth migration — HDCAM recordings can be output as an SDI signal, and an HD SDI output is available when playing back any of the other formats. With these Digital Multi Players, you will be able to continue using all Sony 1/2-inch formats for acquisition and feed applications.

B e t a c a m

M P E G I M X

D i g i t a l B e t a c a m





B e t a c a m S P



B e t a c a m S X

H D C A M

1/2-inch, the right path to the future

Sony has always been fully committed to supporting its 1/2-inch platform, and will continue to do so. The future is assured for all your 1/2-inch media assets and tape libraries — whether Betacam, Betacam SP, Betacam SX, MPEG IMX, Digital Betacam or HDCAM. So, while enjoying all of the benefits of the 1/2-inch formats that best suit your current needs and applications, you can look forward to a smooth migration to future SDTV and HDTV programming with the universal playback capability of Sony Digital Multi Players.

- First digital camcorder
- First digital compressed format
- Pioneering equipment for digital cinematography
- Betacam and Betacam SP playback compatibility (DVW-A Series)

Digital Betacam



- 1/2-inch digital High Definition format
- World's first HD camcorder (HDW-700A)
- Pioneering equipment for true electronic cinematography (24P model)

HDCAM



B e t a c a m

- First VTR to employ MPEG-2 compliant compression (high-quality pictures, low data rate)
- Powerful ECC (Error Correction Coding) redundancy for enhanced reliability
- SDTI (SX) interface for compressed data
- Optional SDTI-CP output (DNW-A75/P Series)
- Betacam and Betacam SP playback compatibility (DNW-A Series)

- First shoulder-mount camcorder
- First component recording format
- First plug-in type TBC (Time Base Corrector)

B e t a c a m S P



B e t a c a m S X



M P E G I M X

- SDTI-CP I/O equipped as standard for a truly open MPEG environment
- Inexpensive, high-quality, multi-purpose recorder
- MPEG-2 4:2:2P@ML 50 Mb/s, intra-frame compression
- Betacam, Betacam SP, Betacam SX and Digital Betacam playback compatibility (MSW-M2000/P)



MSW-M2100/P Digital Multi Player

- Betacam, Betacam SP, Betacam SX, MPEG IMX and Digital Betacam playback compatibility
- SDTI-CP output for all playback compatible formats
- Optional up-converter for 1080i, 720P, and 480P output

HDW-M2100/P Digital Multi Player

- Key component for handling 1/2-inch formats in future SDTV and HDTV formats
- Universal playback compatibility for all Sony 1/2-inch formats: Betacam, Betacam SP, Betacam SX, MPEG IMX, Digital Betacam and HDCAM
- Down-converted SDI output for HDCAM recordings
- Up-converted HD SDI output for other formats

SONY

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