

SONY

High Definition Format Guide

Abstract art documentary.

Transatlantic crossing news report.

HD for everyone.
What will you make?

Soft drink commercial.

www.sonybiz.net/hd

The World is **changing.**

Consumers are demanding a more compelling, more immersive entertainment experience. They want bigger, clearer pictures and multi-channel surround sound to enjoy on the latest generation of widescreen television receivers. In other words... they want High Definition.

The first wave of HD broadcasts, already launched in Europe, will soon be complemented by even more options to enjoy High Definition content – from broadband networks and Blu-ray packaged media to new-generation gaming consoles. HD pictures also look stunning when presented to cinema audiences using the astonishing SXRD 4K projector from Sony, delivering four times the resolution of today's highest quality commercially available projectors. With viewing audiences, broadcasters and advertisers switching on to better-looking, more seductive pictures, now's the time to embrace the business opportunities of High Definition.

Whether you're shooting prestige commercials, flagship dramas or corporate videos, High Definition gives you the opportunity to capture your audience's imagination with a vastly improved on-screen look and enhanced international marketability. Just as importantly, High Definition increases the shelf-life of all your content – making it the cost-effective key to future-proofing your business. Sony has been at the forefront of HD development for over 20 years. We know that every professional broadcaster and programme-maker has their own highly personal production agenda, creative preferences and budgetary constraints. That's why we've created an integrated family of four Sony High Definition formats to suit the needs of any project. By giving you the choice to select exactly the right format for any type of production, Sony High Definition means that you never need to compromise your personal vision.

Which High Definition format is **right** for you?



Photo: Visual Impact / Thomas Ulrich

Sony offers four High Definition format options, all capturing images at full 1080-line resolution. From entry-level HDV to ultimate quality HDCAM SR, the Sony HD family delivers a balanced blend of features and performances, and is tailored to a wide range of real-world creative needs and budgets.

HDV

XDCAM HD
Professional Video System

HDCAM

HDCAM SR

HDV

The affordable entry point to the world of High Definition.

With Sony HDV, the benefits of High Definition are at last accessible to everyone. Offering an ideal migration path from DVCAM to entry-level HD production, HDV records pictures at 1080-line resolution onto a standard DV format cassette. As well as reducing camcorder size and weight dramatically, use of this smaller cassette size cuts media costs. It also allows tri-format HDV/DVCAM/DV recording and playback with the same camcorder or VTR deck – reducing hardware inventory requirements, storage and transportation costs. A step up in quality from DVCAM, HDV makes it even more affordable for programme-makers to experience the benefits of HD without a big price premium.



RSA Films Ltd

The annual Fireflies Ride takes in some of the most difficult Alpine ascents including France's highest peak, Cime de la Bonette. This year, the Fireflies riders were covered all the way with Sony HDV camcorders. "The HVR-Z1E was the only camera that was versatile enough to do the job."

Jacqui Church
Event's Producer



www.underwaterimages.co.uk

Underwater cameraman Dan Burton used the HVR-Z1E HDV camcorder to record an attempt on the world under ice free-diving record in Norway for Transworld Sport.

"The camera was amazing, just so good," he says. "I was under the ice in a lake on top of a mountain. It was very cold, plus we had to go through a hole cut in two and a half metres of ice below which there was about seventy or eighty metres of water. The camera worked excellently in that environment, even shooting downwards into black."

Dan Burton
Cameraman/Photographer

XDCAM HD

Professional Disc System

High Definition quality meets 21st century workflow.

XDCAM HD unites true High Definition picture quality with the benefits of non-linear, file-based workflow and affordable media costs. Positioned between HDV and HDCAM in terms of picture quality, features and price, XDCAM HD builds on the XDCAM system that has already transformed workflow efficiency in the Standard Definition world.

XDCAM HD records High Definition pictures onto a rugged, removable optical disc. MPEG Long GOP encoding ensures crisp, clear picture quality with true 1080-line resolution. The recording data rate is selectable between 35Mbps, 25Mbps and 18Mbps, allowing picture quality and recording time to be selected in response to the demands of each specific project.

Like its Standard Definition sibling, XDCAM HD automatically records low-resolution proxy files, thumbnail pictures and metadata onto the disc alongside high-resolution video. Already supported by a growing number of third party developers, XDCAM HD takes High Definition workflows firmly into the 21st century.



XDCAM HD Camcorder

Highly Defined Productions

"The camcorder records directly onto the disc, so I can see all the shots using the thumbnail pictures in the viewfinder. That's great when I'm working under pressure and need to select and check shots as quickly as possible."

Karen Lamb
Director

"As a complete package, the camcorder is incredibly light and compact – and it's extremely easy to use, especially if you've been brought up with Sony cameras. I can take one or two discs and a few batteries and be set for a day's shoot."

Rick Manzanero
Lighting Cameraman





Prestige results on Standard Definition budgets.

The ideal medium for drama, documentaries, commercials and mainstream television programming, HDCAM has become the High Definition format of choice for the most discerning users. Already chosen as an "in-house format" by broadcasters around the world (with more than 20,000 sales worldwide) HDCAM offers superb High Definition picture performance whilst offering a convenient choice of workflow options.

Whether you prefer to post-produce in HDCAM or down-convert for editing within existing SD infrastructures, HDCAM offers greater flexibility to match your creative preferences and operational needs. Shoot at 25P with the HDW-750P to give your pictures a prestige, filmic look. Alternatively, select 50i or 60i for a more immediate feel, especially with fast-moving action – the choice is yours. Providing an ideal migration to High Definition for customers working within Standard Definition budgets, HDCAM future-proofs and increases the international marketability of all your programming.



The first official history of football giant, Real Madrid, has been recorded in HDCAM. The choice was made "because it would have been impossible to have responded to this challenge with traditional means. Only HD could have created a film like the one that's been made."

Rafa Roche
DoP



"With the advent of the HDW-750P HDCAM camcorder, if you're budgeting for films like Frozen, where the cost of film stock becomes a large part of the budget, then you will need to originate on HD. And with many overseas buyers insisting on HD delivery, I believe we will see more Standard Definition switching to HD."

Philip Robertson
Cinematographer on British feature film "Frozen", winner of the Kodak Vision Award for the best cinematographer at the Slamdance Film Festival in Utah.



TF1
"Today the HDCAM format is without doubt the standard used by all European producers and broadcasters to acquire and broadcast pictures."

Jean-Marc Philbert
Technical Director

HDCAM SR

Ultimate quality for the most discerning users.

Preferred by leading media industry players thanks to its unparalleled picture quality and ultra-mild signal compression, HDCAM SR has been developed to accommodate the most demanding applications. From movies and commercials to sophisticated green screen effects, CGI, digital intermediates, telecine transfers and archiving, there's no other format to match the peerless performance of HDCAM SR. Delivering breathtakingly natural, detailed pictures, HDCAM SR ensures that your flagship productions stand out. And with twelve uncompressed digital audio tracks, HDCAM SR is also perfect for multi-channel surround sound mastering. When nothing less than the very best picture quality and performance will do, HDCAM SR is the ultimate choice of the world's most discerning creative professionals.



Munich Allianz-Versicherung

"It was important to use a recorder with as little compression as possible", says Bernhardt Härter, Head of Technology at the TV-Center of the Munich Allianz-Versicherung. "We are scanning all of our archive materials which are Super 16 or 35mm onto HDCAM SR. This includes countless company films which have been created between the 1940s and today. With HDCAM SR it will now be archived in one format which we can also choose to play in other formats in the future – and all without any reduction in quality." In addition, the format's ability to record 12 audio tracks allows Allianz to create multi-lingual tapes using HDCAM SR without the need to carry numerous individual language version masters.

Bernhardt Härter
Head of Technology

BBP

"When we tested and compared the HDCAM SR deck we came to the conclusion that there was no visual difference at all between HDCAM SR and uncompressed. There were no artefacts and the signal to noise ratio and chromakeys were excellent. We love the portability of the SRW-1, the possibilities to down-convert right away with precise time codes and its 12 audio channels. I'm certain that Sony has set the standard for digital cinema with HDCAM SR."

Ed Kruijssen
Owner

Athalys

"I think HDCAM SR will be the best choice for quality and security for at least the next five years."

Philip Mahieu
Co-Founder and Co-Managing Director

SONY

SONY EUROPE

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