

PROSUMERS GET SMALLEST, LIGHTEST CAMCORDERS

KUALA LUMPUR, Nov 7: Professionals and enthusiasts alike can avail themselves to the world's smallest and lightest digital video disc (DVD) camcorders from Japanese imaging company, Canon.

Borrowing Canon's expertise as a professional grade photography and lens manufacturer, the camcorders – HV10 and DC22 – meet both consumers' and professionals' demand for portable and user friendly equipment capable of capturing premium quality stills and videos.

The HV10 DV, Canon's first High Definition (HD) camcorder, is equipped with a full HD 2.9 megapixel CMOS sensor for HD video and stills recording with low noise at 1920 x 1080 pixels.

Images captured in HD contain two to five times more detail as the gaps between scanning lines are smaller or invisible. The increased clarity and detail also make viewing on larger screen sizes more comfortable and pleasant.

Meanwhile, the 2.2 megapixel DC22 camcorder is has the distinction of being Canon's first DV to feature the dual layer DVD recording capability. This extends the true high resolution 16:9 widescreen recording time up to 108 minutes.

At the same launch, Canon also introduced the 10 megapixel Powershot G7, the much anticipated successor to popular G6. The camera is equipped with 6x optical zoom and image stabilizer as well as the DIGIC III microprocessor for face detection AF/AE and advanced noise reduction.

The DIGIC chip is Canon's internally developed all-in-one digital camera image processor designed to be very fast, produce improved image quality, faster auto focus, faster JPEG compression, longer battery life and faster continuous shooting.

“By aggressively targeting niche markets requiring top quality images such as production houses and independent moviemakers, we are confident that our foray into the HD market will create waves in the video market,” said Liew Sip Chon, President and Chief Executive of Canon Marketing Malaysia.

"Our move to enhance the digital video range to also reflects our commitment to deliver a range of products that mirror consumers and the broadcast industry's requirements."

According to findings by Screendigest, the global demand for high definition programs will increase by 17 per cent annually, fueling the growth of HDTV channels from 67 in 2005 to surpass 200 channels in 2010.

“There is no doubt that these camcorders will set a new benchmark for performance and usability among consumers who prioritize image quality and convenience,” said Richard Yeow, Senior Director and General Manager of Canon's Consumer Imaging and information division.

“Through research and development, we harness the best technologies in our EOS line of Digital SLR professional cameras as well as our best selling broadcast camcorder lenses and equipment and they are rolled out today in the form of our two camcorders.

“These technologies are such as the DIGIC DV II, Instant Auto Focus (AF) and the Super Range Optical Image Stabilization were incorporated into the HV10 to further enhance imaging results and creative freedom.”

The DIGIC DV II image processor is designed to handle vast amounts of information required for HD recording at low noise while delivering a wide and accurate color reproduction for both video and pictures.

The Instant AF and Optical Stabilization allows for immediate focusing and the capture of smooth, steady video at longer focal lengths, which is useful to capture moving objects.

Canon consistently invests more than 12 per cent of their global revenues in research and development to develop new products and enhancements. It recorded the second most technology patents in the U.S. in 2005.