

Sony® DCR-SX40 Handycam® Camcorder – PRODUCT INFORMATION DOCUMENT

OFFICIAL NAMES

Sony® DCR-SX40 Memory Stick Duo™ media Handycam® Camcorder

MODELS

DCR-SX40 (silver)
DCR-SX40/R (red)
DCR-SX40/L (blue)

DESCRIPTION (40 CHARACTER MAXIMUM – ANYTHING OVER 40 WILL BE CUT OFF) **BRIEF PRODUCT DESCRIPTION FOR USE WITH RETAIL FACT TAGS**

(38) Palm-sized camcorder w/ 60X optical zoom

POSITIONING STATEMENT

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

The Sony® DCR-SX40 is the entry-level Memory Stick® format model in the 2009 Handycam® camcorder lineup. In addition to recording video to removable Memory Stick Duo™ media (sold separately), the DCR-SX40 can also record up to approximately 2 hours and 40 minutes of video footage (in LP mode) to 4GB¹ of embedded flash memory. Additional features include a 60X optical zoom lens for capturing extreme close-ups from far away, direct connection with the optional VRD-P1 DVDirect® DVD burner for easy video transfer without a PC, and an ultra-compact, lightweight design that allows for easy portability. The DCR-SX40 comes in three colors — silver, red, and blue — giving consumers the opportunity to choose the model that best suits their personal tastes.

The DCR-SX40 appeals to consumers who want an ultra-compact, highly portable camcorder and simple touch panel operation, as well as the extended reach of the 60X optical zoom lens.

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 60X optical zoom lens for capturing extreme close-ups from far away.

ADVERTISING MESSAGE

[Provided by the Messaging Team]

ADVERTISING COPY

10 Words (17)	The ultra-compact DCR-SX40 4GB ¹ embedded memory offers flexible recording options and a powerful 60x optical zoom lens.
25 Words (25)	The ultra-compact Sony® DCR-SX40 Handycam® camcorder can record video to 4GB ¹ of embedded memory or removable Memory Stick Duo™ or Memory Stick PRO Duo™ media (media sold separately).
50 Words (49)	The ultra-compact Sony® DCR-SX40 Handycam® camcorder can record video to 4GB ¹ of embedded memory or removable Memory Stick Duo™ or Memory Stick PRO Duo™ media (media sold separately). A professional-quality Carl Zeiss® Vario-Tessar® lens delivers sharp, high resolution images and its 60x optical zoom helps you capture close-ups from far away.

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

4GB¹ embedded memory
60X Optical / 2000X Digital Zoom
Professional-quality Carl Zeiss® Vario-Tessar® Lens
Hybrid Recording to 4GB¹ memory
1/8" Advanced HAD™ CCD Imager
Direct connection to DVD burner (sold separately)
2.7" wide touch panel³ LCD display (123k pixels)
Power On by opening the LCD display
Built-in zoom microphone
Includes Sony® PMB (Picture Motion Browser) software⁹
One Touch Disc Burn for quick, easy archiving
Easy Handycam® Button
Film Roll Index
Face Index function
USB 2.0 interface

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

4GB¹ of embedded memory can record and store up to approximately 2 hours 40 minutes of video footage (LP mode).

60X optical zoom and 2000x digital zoom bring you closer to the action, so you can capture extreme close-ups from far away.

The Carl Zeiss® Vario-Tessar® lens is designed specifically for compact camcorders, and utilizes precision ground optics to maintain the sharpness and contrast found in larger lenses.

Hybrid recording technology lets you record video directly to either the 4GB¹ embedded memory or removable Memory Stick Duo™ or Memory Stick PRO Duo™ media (sold separately).

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.

The DCR-SX40 supports a direct connection to the VRD-P1 DVDirect® DVD burner (sold separately), which allows you to burn DVDs directly from your camcorder without the need for a PC.

The 2.7" wide touch panel³ 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.

Sony Picture Motion Browser software offers a simple, intuitive way to transfer, sort, and view your video and still images. 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 sites⁹ (compatible PC and internet connection required).

Easily burn a DVD copy of your footage using the supplied PMB (Picture Motion Browser) software⁹. Simply connect the camcorder to your compatible PC via a USB cable and press the One Touch Disc Burn Button.¹²

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.

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)

4GB embedded memory:

4GB¹ of embedded memory can record and store up to approximately 2 hours 40 minutes of video footage (LP mode).

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.

Professional-quality Carl Zeiss® Vario-Tessar® Lens:

The Carl Zeiss® Vario-Tessar® lens is designed specifically for compact camcorders, and utilizes precision ground optics to maintain the sharpness and contrast found in larger lenses.

Hybrid Recording to 4GB¹ memory or Memory Stick™ media (sold separately):

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 4GB¹ embedded flash memory or choose instead to record to removable Memory Stick PRO

Duo™ media (sold separately). You can even select from various dubbing functions to easily copy video or still images from the embedded flash media to the Memory Stick® media -- without using a PC.

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.

Direct connection to DVDirect® DVD burner (sold separately):

The DCR-SX40 supports a direct connection to the VRD-P1 DVDirect® DVD burner (sold separately), which allows you to burn DVDs directly from your camcorder without the need for a PC. And because the VRD-P1 is powered by your camcorder, you don't need an additional AC power cable.

2.7" wide touch panel³ LCD display (123k pixels):

The 2.7" wide touch panel³ 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:

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.

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 sites⁹.

One Touch Disc Burn:

Easily burn a DVD copy of your footage using the supplied PMB (Picture Motion Browser) software⁹. Simply connect the camcorder to your compatible PC via a USB cable and press the One Touch Disc Burn Button¹².

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.

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:

4GB embedded memory
60X optical zoom
Zeiss
Memory Stick
Hybrid recording
Face Index
USB 2.0

FOOTNOTES (at least 8pt font):

1. 4GB available. Storage capacity may vary. A portion of the memory is used for data management functions.
3. Viewable area measured diagonally.
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