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## **The best just got better: Canon introduces the new Canon HD Camcorder HV30**



Hi-res versions of these and other images can be downloaded from [http://www.canon-europe.com/press\\_centre/image\\_library/index.asp](http://www.canon-europe.com/press_centre/image_library/index.asp)

**Amstelveen, The Netherlands, 07 January, 2008:** Canon today adds a new star to its award-winning HD camcorder range with the launch of the Canon HD Camcorder HV30. Building on the success of the bestselling HV20 – named ‘Camcorder of the Year’<sup>1</sup> for 2007 – the HV30 improves on its predecessor with a host of refinements that make it easier to use.

Recording HDV1080i images directly to MiniDV tape, the HV30 introduces a Multiangle Vivid LCD screen with a 135-degree angle of view – keeping the image clearly visible when shooting above or below eye level. Housed in a sleek black chassis, the HV30 is compatible with Canon’s high capacity BP-2L24H battery pack, which offers up to four hours of continuous shooting on a single charge. The camcorder retains the acclaimed Canon HD Camera System that powered the HV20 into pole position as ‘Camcorder of the Year’<sup>2</sup> for 2007.

“Last year’s HV20 set new standards for home moviemaking,” said Mogens Jensen, Head of Canon Consumer Imaging. “As more and more people discover the extraordinary quality of High Definition, we are confident that this camcorder will prove to be just as much of a hit as its predecessor.”

The Canon HD Camcorder HV30:



<sup>1</sup> See <http://www.camcorderinfo.com/content/CamInfo-Selects-2007-33545.htm>

<sup>2</sup> See <http://www.camcorderinfo.com/content/CamInfo-Selects-2007-33545.htm>

- Superb HDV1080i moviemaking, benefiting from the Canon HD Camera System:
  - Canon Full HD CMOS sensor<sup>3</sup>
  - Canon HD video lens, with 10x optical zoom and Super Range Optical Image Stabilizer (OIS)<sup>4</sup>
  - HD-optimised DIGIC DV II processor<sup>5</sup>
- High performance Instant AF, providing super-fine auto focusing at speed; manual focus is aided by the Focus Assist tool<sup>6</sup>
- Shooting freedom – intuitive control layout, with the ‘add-on’ features a moviemaker requires (including an Advanced Accessory Shoe, manual audio controls, microphone input and headphone terminal); compatibility with high capacity battery packs allows shooting to continue for longer
- Preview movies on a 2.7” Multiangle Vivid LCD screen – brighter and clearer with superior colour reproduction
- Cinema-style 25p progressive shooting and dedicated CINE image mode, for a film-like look and superb low-light performance
- Easily connect to a TV via HDMI or component output; DV in and out allow transfer of footage to and from a computer

### **Canon HD Camera System**

The Canon HD Camcorder HV30 inherits all of the benefits of the Canon HD Camera System. Sharing the key design features of the award-winning HV20, the HV30 records superb HD1080i video images to inexpensive tape media.

### **Genuine Canon HD Video Lens**

The HV30 benefits from Canon’s expertise as one of the world’s foremost manufacturers of HD video lenses for broadcast television. Specially designed for HD resolution, its 10x optical zoom lens employs twin aspherical lens elements to combat chromatic aberrations, while special coating reduces ghosting and flare. A graduated ND (Neutral Density) filter allows the aperture to be fully opened in extremely bright conditions.

Canon’s Super Range Optical Image Stabilizer combines two types of shake detection technologies, allowing the HV30 to better compensate for minor vibrations that other IS systems miss – such as the slight body movements associated with breathing. The Super Range Optical Image Stabilizer is effective for both video and still photography.

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<sup>3</sup> See *Technologies Explained*.

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<sup>5</sup> See *Technologies Explained*.

<sup>6</sup> See *Technologies Explained*.

### **Canon Full HD CMOS**

The Canon Full HD CMOS video sensor captures HD footage at a resolution of 1920x1080 pixels – the same resolution as the latest Full HD TVs. Developed from technology pioneered for Canon EOS – the world's most popular D-SLR camera system – the sensor incorporates on-chip noise reduction circuitry and a Bayer Placement RGB Primary Colour Filter for accurate and vivid colour reproduction.

### **DIGIC DV II**

Designed to handle the increased data rate of HD imaging, Canon's unique DIGIC DV II processor uses advanced noise reduction technology to deliver sharp, crisp HD video. DIGIC DV II optimises recorded colours, ensuring that they appear as vibrant and bright as in real life.

In addition, DIGIC DV II is the driving force behind the Canon HD Camcorder HV30's advanced still photography features. Alongside a built-in flash, PictBridge connection and one-push histogram display that monitors brightness levels, it allows users to capture 2.07 Megapixel photographs while shooting video, or 3.1 Megapixel stills in dedicated 'photo' mode. Photos are stored to a compact MiniSD card.

### **Instant AF**

First developed for Canon's professional XH series of HD camcorders, Instant AF is an advanced auto focusing system that's specially designed for the increased requirements of HD. Instant AF is a unique hybrid system that uses 2 sensors to achieve super-fast, highly accurate auto focus, leaving users free to concentrate on framing the shot.

### **Complete shooting freedom**

Selecting key controls during shooting is easy. A Joystick controller enables simple, one-handed access to common functions such as microphone level and exposure compensation, as well as advanced image options. The camcorder's dedicated focus mode selector and manual control dial put focus control at the user's fingertips.

Microphones, video lights and other peripherals can be attached to the HV30 using the Advanced Accessory shoe – a must for ambitious moviemakers.

The HV30's high-end imaging capabilities are complemented by manual audio controls and dedicated microphone and headphone terminals.

For playback, HDMI and component output ports allow users to connect the camcorder directly to an HDTV. DV in and out (Firewire) allows transfer of footage

to a computer for editing or back to tape in the camcorder. Some computers even allow connection via HDMI for data transfer or live capture.

Battery life on the new camcorder is enhanced thanks to compatibility with Canon's new high capacity battery pack, BP-2L24H, allowing shooting to continue for longer.

### **Multiangle Vivid LCD screen**

The HV30 features Canon's newest fold-out screen. A 2.7" Multiangle Vivid LCD offers an exceptionally wide 135-degree viewing angle, perfect for sharing movies on location. The screen displays the widest colour gamut of any Canon camcorder and includes HCAR surface treatment, which ensures sharp images, vibrant colours and minimal screen reflection.

### **25p Cinema Mode**

For a truly filmic look and feel, the HV30 offers a 25p Cinema Mode that combines 25p (progressive) shooting with CINE image mode.

25p (progressive) provides footage that has a look similar to traditional film. As an added benefit, genuine progressive shooting greatly improves performance in low-light conditions – perfect for capturing the true ambience of evening and indoor settings.

CINE image mode is based on settings used in Canon's professional XH series camcorders. Cine gamma, cine matrix and other image variables are optimised to provide the look and feel of celluloid movies. CINE mode can also be selected for 50i and standard DV PAL shooting.

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### **About Canon Consumer Imaging (CCI), Canon Europe**

Canon Europe is a subsidiary of Canon Inc., founded in Japan in 1937. CCI is a leading provider of digital products for the home and the office, including: photo, video, ink jet and laser printers, All-in-One devices, projectors, scanners and fax machines.

Canon's corporate philosophy is kyosei, a Japanese concept that focuses on living and working together for the common good. As an environmentally aware organisation Canon is a Conservation Partner of the WWF.

Further information about Canon Europe is available at: [www.canon-europe.com](http://www.canon-europe.com)

## Additional Information

### **Bundled software and CANON iIMAGE GATEWAY**

The HV30 is bundled with a Canon DV Solution Disc containing ZoomBrowser EX (Windows) and ImageBrowser (Macintosh).

Canon ZoomBrowser and ImageBrowser are software tools which allow images to be downloaded, stored and retrieved easily. Other features include image layout, printing and simple video clip management.

Camcorder ownership also entitles the purchaser to register for 100MB storage space on the CANON iIMAGE GATEWAY, an online gallery where images can be stored in albums and shared to selected friends and family.<sup>7</sup>

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<sup>7</sup> CANON iIMAGE GATEWAY is not available in all European countries. Please see [www.cig.canon-europe.com](http://www.cig.canon-europe.com) for available countries.

## Technologies Explained

### **Canon HD Camera System**

To assure the best image quality in its HD camcorders, Canon designs and manufactures the three key imaging components itself: genuine Canon HD Video Lenses, Full HD CMOS sensors, and high performance DIGIC DV II image processors. This means that each component is designed to integrate seamlessly with the others, giving Canon camcorders a significant performance advantage.

### **Canon Full HD CMOS sensor**

Canon CMOS is at the core of Canon EOS, the world's most popular D-SLR camera system. After years of development and refinement, Canon now possesses unrivalled expertise in the design and manufacture of CMOS imaging sensors.

Canon's continuing commitment to in-house R&D resulted in the introduction in 2006 of a CMOS sensor for HD video applications. The continual refinement of this industry-leading technology has resulted in the Full HD CMOS sensor found in the HV30. CMOS sensors make multi-channel reading of the pixels possible, resulting in faster readout of High Definition data than is possible from traditional CCD sensors. Using a Bayer pattern RGB primary colour filter, video images are characterised by excellent colour and high resolution.

The advantages of CMOS for HD imaging are numerous. The use of CMOS makes it possible to integrate other circuitry onto the imaging chip itself - the Canon Full HD CMOS image sensor incorporates on-chip noise reduction and pixel amplification. CMOS also consumes less power than CCD sensors, generating less heat and noise, and extending battery life. Additionally, unlike CCD devices, CMOS sensors do not suffer from vertical smearing caused by single pixel overflow – visible when bright points of light are in the frame.

### **Instant AF**

The HV30 incorporates Canon's unique Instant AF system, designed for HD recording.

With higher resolution movies and stills, it is necessary to have a much more accurate auto focus system since any focus errors are much more apparent. However, conventional TV AF systems are slow to react to large changes in subject distance and can often be confused by high frequency background patterns. Canon's Instant AF uses the combination of a high-speed External AF sensor to quickly detect the range of the subject, and an accurate TV AF sensor, for super-fine focusing.

### **Super Range Optical Image Stabilizer**

Canon's Super Range Optical Image Stabilizer employs two methods of camera shake detection, combining lens gyros with vector-based detection that drives the lens shift elements more effectively. As a result, while conventional image stabilisation systems can detect medium and high frequency vibration, the Super Range Optical Image Stabilizer can also detect low frequency movements, such as the slow body movements associated with breathing. These are outside of the range of many regular OIS systems.

Super Range Optical Image Stabilizer is effective during video recording and digital still capture.

### **DIGIC DV II**

DIGIC DV II is a digital signal processor that is unique to Canon camcorders. First employed on the flagship XL H1 professional HD camcorder, it was originally developed to handle the increased data rate and requirements of HD. (High speed processing of HD1080i data requires about 4x more capacity than SD video.) DIGIC DV II also has sufficient capacity to process the data necessary for high resolution still photographs.

Additional benefits of DIGIC DV II include a specially optimised noise reduction system, providing low noise images with excellent colour reproduction and wide tonal range.

As a core Canon technology, DIGIC DV II provides split path processing of separate video and photo signals in a single camcorder. Video and still images have different colour requirements: by processing the signals differently, each can be maximised for output. The result is rich and vibrant colours that are faithful to the original shooting subject, whether seen on a television screen or printed out as a photograph.