

FAQ

AVCCAM

Learn the benefits of this next generation
affordable high definition video format.

It's as easy to use as your digital camera!



Shoot



Transfer



Edit

when it counts

Panasonic
ideas for life

What is AVCHD?

AVCHD (Advanced Video Codec High Definition) is a high-definition compression system. It is a highly efficient video encoder and decoder, or “codec”, based on MPEG-4 AVC (H.264). This is far superior to MPEG 2 encoding (used in the HDV format). As fast and simple as using a digital still camera, an AVCHD camcorder records high definition video directly on widely-available consumer SDHC memory cards.

What is AVCCAM?

AVCCAM is Panasonic Broadcast’s professional implementation of AVCHD. We have introduced AVCCAM camcorders with professional features to meet the increasing demand for affordable, professional HD content. Currently, Panasonic Broadcast offers the 1-pound, handheld AG-HSC1U camcorder and the AG-HMC70, the first shoulder-mount AVCHD camcorder. In the fall, Panasonic Broadcast will be selling a new handheld camcorder, the AG-HMC150, with even more professional features.

AVCHD presents the incredible power of HD images at an affordable price and opens a new world of possibilities for pro videographers, still photographers, educators, web journalists, law enforcement personnel and many more. Basically, anyone who is serious about HD image acquisition can benefit from AVCHD’s numerous advantages. Panasonic Broadcast’s line of AVCCAM products will continue to grow into a full range of professional products.

What is the Advantage of AVCCAM?

Excellent Quality. Panasonic Broadcast AVCCAM cameras have three 1/4” progressive CCD Imagers that ensures high sensitivity. This results in high color resolution, which enables detailed images with natural hues producing stunning HD images. Professionals require professional features like XLR Mic/Line inputs and headphone output, and all of our cameras will have these types of professional features.

Solid State Acquisition. Panasonic Broadcast AVCCAM cameras have no moving parts in the recording process and record stunning HD images directly onto SDHC memory cards. Not only is this extremely reliable, but it allows for higher capacity media at a lower cost. The AG-HMC70, for example, can record over 2.6 hours at 13Mbps, the camcorder’s highest quality mode, or up to 6 hours at 6Mbps, the unit’s extended recording mode -- all on just one 16GB SDHC memory card. SDHC cards are widely available at consumer retail locations.

Simple and fast workflow. Because the HD images are recorded on to a solid-state SDHC card, there is no time wasted digitizing your tape into your non-linear editing system (as you must do with the HDV format). This means that you just copy the files from your SDHC card to your computer and you can begin editing HD immediately.

Lower Cost. Capitalizing on the success of the consumer AVCHD format, Panasonic is able to bring professional features to AVCHD at very affordable prices. The fact that you can reuse the SDHC card over and over again substantially reduces the cost of acquisition versus tape- or disc-based camcorders.

What is the main difference between AVCHD vs. HDV?

AVCHD offers a number of significant benefits over the HDV format.

Better Compression. AVCHD utilizes MPEG-4 AVC (H.264) compression, which is far more efficient than the much older MPEG 2 (used by HDV) compression. All new compression refinements are occurring at the MPEG-4 AVC (H.264) level. This means increased image quality moving forward. Development of the older MPEG-2 format has ceased. Compression is the name of the game in HD. AVCHD uses future-forward compression. HDV does not.

Solid State vs. Tape. AVCHD records directly onto SDHC Memory Cards, HDV records onto Mini-DV tape. AVCCAM cameras

have no moving parts, HDV cameras must have a tape drive mechanism. Tapes are subject to drop-outs resulting in a loss of multiple frames of information and head clogs of the recording or playback device. Since AVCHD records directly to SDHC Memory Cards, it is extremely reliable and there is no possibility for drop-outs or head clogs. Another major advantage of AVCHD over HDV is in the simplified workflow. AVCHD is an IT file-based recording. All you need to do is to copy the files to your computer and you are ready to begin editing. You do not need to waste substantial time digitizing your tape.

FAST File Based Workflow. The entire AVCHD workflow is IT based. Acquisition, Editing and Archiving all take advantage of IT technologies. There is no need to purchase external tape decks. Content can be archived on highly-affordable hard discs or Blu-ray discs.

Why should professionals transition from SD to HD Now?

AVCHD is an affordable high definition solution for still photographers and professional videographers currently working in standard definition. With large screen HD displays the “must have” item for consumers, AVCHD allows you to affordably create content in amazing HD resolution and widescreen impact. AVCHD content can easily be displayed on Blu-ray discs, as transportable video on an iPod or other media player, on your computer, and even as a standard definition DVD or tape. Major reasons preventing widespread adoption of HD for pro videographers has been the high cost and difficulty of use of HD formats and systems. With AVCCAM, Panasonic Broadcast has brought affordable and easy-to-use HD to these professionals. Now is the time to move from SD to AVCCAM!