

Media Release
For Immediate Release
April 2003

SHARP MAKES IT EASIER TO CAPTURE THOSE PRECIOUS MOMENTS

Tired filming arms, an obscured screen and heavy video cameras are a thing of the past thanks to latest technology from Sharp Corporation of Australia.

Sharp introduces the Z Series in its LCD Digital Video Camera Range featuring 'Easy Shooting Grip' and 'System LCD' exclusive to Sharp.

The VL-Z7 and VI-Z5 LCD Digital Viewcams now make capturing precious moments even easier thanks to the 'Easy Shooting Grip', a new concept which allows the camera lens and the video recording sections to rotate independently, meaning previously awkward filming angles are now a breeze.

In most hand-held video cameras, the angle at which the handgrip and the camera is fixed, meaning filming at difficult angles or for longer periods of time can become tiring on the wrist and arm.

Thanks to Sharp's new 'Easy Shooting Grip' the camera and recording sections are capable of rotating independently, to around 225 degrees, allowing a natural shooting posture from any angle!

Whether the position is standard, active or even self-portrait, the camera can rotate to provide a comfortable position for the user. The grip is also provided with three fixed 'clickable' positions for ease of use.

Sharp's new LCD Digital Camera technology also extends to the 2.5-inch monitor screen, which now uses a Sharp System LCD based on new CG Silicone Technology – a world first in a video camera!

Film in the brightest of sunlight without any problems viewing the monitor thanks to high-resolution 215,000-pixel display, 1.7 times the pixels count of the previous model.

Sharp's proprietary high-transmissivity advanced colour LCD display means more light from the backlight can pass through the LCD so users see stunning image display with superb colour rendition and high contrast.

To complement these major advances in technology, Sharp has also developed a new thin-profile lithium ion battery housed in the main body of the unit, which eliminates protruding battery parts for a more compact size. Add to this a video image pixel count of up to 690,000; a strobe flash and optional zoom microphone on the VL-Z7, and body colours of silver, blue and white; and Sharp's new Z Series are a must for any home.

Denis Kerr, Deputy Managing Director of Sharp Corporation of Australia, said the new LCD Digital Video Camera Series address all the problems previously associated with home video filming.

"Video camera users had three main complaints when it came to camera usage – that they were cumbersome and heavy to carry, that shooting for long periods or at odd angles was painful and the screen was too difficult to see in outdoor settings," Mr Kerr said.

"Thanks to Sharp technology, these new models now address all three complaints, making filming more enjoyable for everyone!"

Both cameras also feature an accessory kit including battery pack and AC power adapter and an Analogue VIDEO IN jack to enable users to record the 8mm and VHS tapes onto DVD tape, along with a wireless remote control, PC software, cleaning cloth and more.

The VL-Z7 (rrp \$) and VI-Z5 (rrp \$) LCD Digital Viewcams are available from April in all leading electrical appliance retailers.

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