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Small where it fits; big where it counts.
Introducing the HXR-MC50U Handheld HD Camcorder

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It shoots HD video and stills, has night vision — and even keeps track of where you are.

Meet the small camera with big capabilities.

Don't be fooled by its miniscule size. Sony's HXR-MC50U HD camcorder may fit comfortably in the palm of your hand, but with it comes a small world of big possibilities. With HD picture quality to rival that of its "big brother" cameras, the ability to shoot still images as well as video, low light capability for nighttime shooting, an intuitive touch screen viewfinder, a detachable shotgun microphone, and a built-in GPS that keeps track of locations, it's the optimum HD tool to add to your production arsenal. Just stick it in your vest pocket or stuff it in your camera bag, and you're good to go.

It fulfills the needs of journalists, shooters and directors who have been waiting for precisely this kind of compact, high-sensitivity camcorder. And as a B-roll camera, the HXR-MC50U seamlessly intercuts with other cameras for an affordable multi camera setup. Delivering 1920x1080i high-definition image clarity, this camera's performance clearly makes the grade, and its small, compact size makes it ideal for shooting in confined spaces or for use as a POV camera. It's also no accident why this camera is the obvious choice for a crash camera.

Affordably priced, feature-packed and adaptable, this innovative tool will quickly become the camera of choice for journalists, documentarians, and government and military operations - or for shooters needing a handy, dependable second camera to get that unobtrusive shot. Designed for performance, built for convenience, and packed with intelligent features, this is the small camera with big capabilities.

- ▶ B-roll
- ▶ Crash camera
- ▶ Confined spaces
- ▶ Car dashboard
- ▶ Nighttime
- ▶ Spare camera
- ▶ Hidden camera
- ▶ Outdoors



Superb picture quality and convenient control in one compact package.



Sony G™ Lens Technology for Wide Angle Shooting. The HXR-MC50U camera's wide angle, professional-quality Sony G Lens technology provides exceptional image fidelity and resolution. Engineered for superior optical performance, Sony G Lenses deliver brilliant, accurate color reproduction and sharp, amazingly detailed images and offer

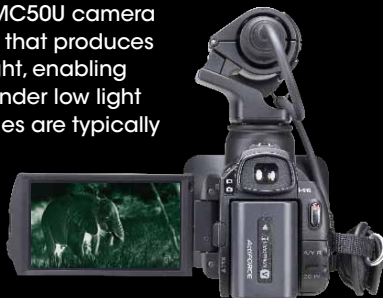
a broader perspective for enhanced wide angle shooting in both photo and video modes.

Exmor R™
CMOS Sensor

1/2.88-inch Back-Illuminated Exmor R™ CMOS Sensor. Sony's exclusive Exmor R technology offers exceptional low-light

sensitivity with improved image clarity and drastically reduced noise grain. Designed for sub-micron pixel sizes, the Exmor R sensor relocates the photo diodes above the support circuitry, maximizing the light gathering area per pixel. This effectively doubles the sensitivity in comparison to conventional CMOS sensors, a dramatic boost in sensitivity that gives rise to superb low-light performance that was previously impossible to achieve. The second generation Exmor R CMOS Sensor used in the HXR-MC50U contains 6.6 million pixels and samples the 16:9 HD frame with more than 4 million pixels, effortlessly capturing fine detail and image texture, yet its sensitivity exceeds that of many 1/3-inch cameras.

Infrared NightShot. The HXR-MC50U camera incorporates an IR illuminator that produces moderate levels of infrared light, enabling effective nighttime imaging under low light conditions. The resulting images are typically higher resolution than other night vision technologies. With the NightShot function turned on, images can be recorded in virtually total darkness of 0 lx (lux).



Touch Screen Viewfinder. Xtra Fine TruBlack LCD technology brings remarkably high contrast and brightness to the camcorder's wide, 3.5-inch* LCD display. Its glare reduction capabilities deliver more natural, realistic colors and provide easier viewing in bright conditions. A 0.27-inch color viewfinder with 201k pixels is provided for framing the shot when the LCD is closed.



The touch screen allows powerful yet simple user interface ranging from menu navigation to content management and creative image control.

Manual or Auto Control. The HXR-MC50U also includes Sony's Spot Focus and Spot Meter systems, which provide an efficient blend of automatic and manual functionality. Using the touch screen, you can tap your finger on a specific region of the LCD screen, and the camcorder will automatically optimize the focus or exposure for the touched part.

Convenient Manual Control Dial.

With a turn of the dial, you can have precise manual control of six key settings: Focus, Exposure, AE Shift, WB Shift, Iris Control, and Shutter Speed Control.



Built-in GPS. A built-in GPS receiver allows you to view the HXR-MC50U camera's current location on the LCD map display, as well as "tag" your shooting locations. Tagged videos

and still images can be reviewed and played back using the Map Index function on the camcorder or, once downloaded to your PC, using the supplied PMB (Picture Motion Browser) software.

High-Definition Video. Provides full raster 1920 x 1080i AVCHD high-definition recording at up to 24Mbps and Long GoP MPEG-2 Standard Definition recording (similar to DVD).

File-Based Recording. The camera records to either the built-in HDD or to readily available memory cards:

- ▶ Built-in 64GB solid state Hard Disk Drive can store up to six hours of high-definition video footage in FX mode.
- ▶ One media card slot accepts SD/SDHC/SDXC media cards and Memory Stick Duo™ / Memory Stick PRO Duo™ / Memory Stick PRO-HG Duo™ media. Approximately three hours can be recorded at 24Mbps on a 32GB card.

High-Definition Playback. Compatible HDTV 1080/60p playback via HDMI™ provides stunning clarity and incredibly detailed playback.

High-Quality Still Image Capture.

- ▶ 12 Mega pixel Digital Still Capture feature takes stunning, high-resolution digital photos.
- ▶ Dual record capability allows capturing 8.3 Mega pixel still images while shooting high-definition video, without having to switch recording modes.

*Viewable area, measured diagonally.
Screen images are simulated.

Specifications

HXR-MC50U Handheld HD Camcorder	
Lens	Specifications
Lens Type	Sony G Lens
Focal Distance	3.8 - 38.0 mm
35mm Equivalent	Video: 29.8 - 298 mm (16:9), 36.5 - 365 mm (4:3) Photo: 28.7 - 287 mm (16:9) , 26.3 - 263 mm (4:3)
Aperture	F1.8 ~ 3.4
Filter Diameter	37 mm
Focus	Full Range Auto / Manual / Touch Panel
Optical Zoom	10x
Resolution	12 Mega pixel
Exmor R Image Sensor	
Sensor	1/2.88-inch second generation Exmor R sensor (double the sensitivity over conventional CMOS)
Pixel Gross	6631K
Video Active	4150K Pixels (16:9), 3110K Pixels (4:3)
Video Captured Image Resolution	1920 x 1080
Still Actual	4500K Pixels (16:9), 6000K Pixels (4:3)
Still Picture Resolution	12 Mega pixel
Recording Media	64GB (non-removable) Hard Disk Drive and Memory Stick PRO Duo Media or SD/SDHC (Class 4) media
AVCHD Recording Modes (1080 59.94i)	
HD-FX	1920 x 1080 @ 24Mbps
HD-FH	1920 x 1080 @ 17Mbps
HD-HQ	1440 x 1080 @ 9Mbps
HD-LP	1440 x 1080 @ 5Mbps
MPEG-2 PS SD Recording Mode (480 59.94i)	
SD-HQ	720 x 480 @ 9Mbps similar to DVD
Audio Recording	
Audio Recording Modes	AC3 2ch (Default setting) and AC3 5.1ch can be selected.
Input/Output	
Audio/Video Remote Multi-Pin Connector	Video / S Video / Audio / Component Out / Remote
Analog Audio/Video Output(s)	Included (via A/V Remote Connector)
Digital Audio/Video Output	HDMI interface
USB Port	Hi-speed (2.0 compliant)
Component Video (Y/Pb/Pr) Output	Supplied (via A/V Remote Jack)
Headphone Jack	Stereo Mini Jack without plug-on powering
Microphone Input	Yes, with power
S-Video Output(s)	Optional Cable (via A/V Remote Jack)
Active Interface Shoe	Yes
Supplied Accessories	
	Lens Hood, Professional Stereo Shotgun Microphone Model ECM-CG1S, AC Adaptor AC-L200, Component A/V Cable, Application Software/USB Driver CD-ROM, High Capacity Rechargeable Battery Pack Model NP-FV70, A/V Connecting Cable, USB Cable VMC-UAM1
Optional Accessories	
	Accessory Kit ACC-V1BP includes NP-FV100 and AC-VGN10



When it comes to capturing your next big idea — think small. Put Sony's handy HXR-MC50U camera to work in your next production.