

High definition in pocket format: the new Xacti PD1 from SANYO

Mini camcorder stands out thanks to Full HD videos, 10-megapixel photos and 3x optical zoom

Munich, 1. September 2010 ---- Minimal dimensions with maximum performance – that’s what the new pocket camcorder Xacti PD1 from SANYO has to offer. Although the ultra-compact PD1 (63.1 x 22.0 x 110.8 millimetres) is not much bigger than a mobile phone, it comes with an impressive range of technical features. For example, it can shoot videos in Full HD with 1.080 30p, and the 3x optical zoom allows you to zoom in clearly on distant objects. What is more, the camcorder also includes a 10-megapixel camera, and thanks to the integrated Easy Upload function, videos can be uploaded with ease to YouTube. The Xacti PD1 will be presented for the first time at the photokina 2010, at the SANYO booth (hall 4.2, stand C10/C18).

Small, but powerful!

No matter where you are – on a shopping trip, visiting friends or at a party – the Xacti PD1 is always ready to capture the most memorable moments as richly detailed, full HD videos or high-resolution photos, and the 2.0-inch colour LC-Display ensures optimum control of the scenes. Furthermore, two microphones on the sides of the camcorder allow the user to record in stereo. The integrated USB arm can be used to attach the device directly to a computer without the need for any additional cables. This also provides you with the added benefit of being able to recharge the battery via the USB port of a computer when on the go.

Extremely simple operation guarantees limitless film and photo fun

Thanks to the ergonomic vertical form, both left- and right-handed people can reach the camcorder's controls easily with only one hand, and the intuitive menu ensures the PD1 is child's play to operate. This is something that beginners will appreciate, as they will also be able to master the device very quickly. Longer film and photo shoots are not a problem for the PD1, as it supports all current SDXC memory cards. The camera also supports Eye-Fi-SD cards, which means you can upload data to the computer without having to bother with any cables. Video sequences are recorded using the space-saving MPEG-4 AVC/H.264 format, which means, for example, that a 32 GB card can store more than five hours of film material, and the battery provides enough energy for up to 170 photos. Furthermore, the Mini HDMI interface allows you to view video clips on the television without any loss in quality.

Price, availability and warranty

The recommended retail price (incl. VAT) for the PD1 is 169 euros. The pocket camcorder will be available from September 2010 in black (VPC-PD1EXBK) and red (VPC-PD1EXR). SANYO provides a 3-year warranty on the camera.

Important technical details at a glance

Xacti PD1:

- Full HD 1080 30p video resolution (1.920 x 1.080 Pixel, 30 fps)
- 10-megapixel photo resolution
- 3x optical zoom
- Stereo recording
- High-speed serial image feature

- 37-mm wide angle
- Supports SD, SDHC, SDXC memory cards and Eye-Fi-SD cards
- 2.0-inch LC colour display
- Mini HDMI port
- Lithium-ion battery
- Integrated USB arm
- Battery can be recharged via USB
- Dimensions: 63.1 x 22.0 x 110.8 millimetres (WxDxH)
- Weight: 105 grams (without battery and memory card)

About SANYO:

SANYO Electric Co., Ltd. is a global, leading provider of energy, environment and lifestyle applications. SANYO covers a broad range of products and services such as rechargeable batteries, photovoltaic systems, biomedical equipment, HVAC/R systems, digital imaging devices, home appliances, electronic components and others. For further information, please visit SANYO's web site at <http://sanyo.com/>.

SANYO Sales & Marketing Europe GmbH, headquartered in Munich, was established in 2009 on the basis of the German sales company which had already been set up in 1977 and is a subsidiary of SANYO Electric Co. Ltd. As European headquarters, the company coordinates all marketing and sales activities in Europe for the energy solutions business as well as the product ranges projectors, LCD monitors, consumer electronics, digital imaging and voice recorders, in addition to security and surveillance technology.

The Digital Imaging division has been represented successfully on the European market since 2003 under the brand Xacti. Xacti Dual Cameras are synonymous with compact and innovative design of a high technological standard. SANYO was, for example, the first manufacturer to launch a camcorder in vertical form factor onto the market. Since 2009, as pioneer in the SD camcorder sector, SANYO has also been marketing camcorders in the traditional horizontal design. The Xacti line-up includes cameras with a brilliant full HD true progressive resolution, robust waterproof models and lifestyle camcorders in slim design.

Further information on SANYO Sales & Marketing Europe is available online at: www.sanyo.de
Further information on SANYO is available online at: www.sanyo.com

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