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[www.sony.com.au](http://www.sony.com.au)  
Home of AVCHD

## Sony unveils a new breed of camcorder

**I**N this month's feature on picking a digital video camcorder, you'll find mention of a number of different formats available to customers, including high-definition (HD) camcorders which record to tape, and standard-definition (SD) camcorders which record to non-linear media such as hard drives or mini-DVD discs.

Just before this issue went to press (but too late to squeeze it into that feature) Sony knocked down the barrier between these formats, introducing high-definition camcorders that record to either DVD or hard drives. The AVCHD format, developed jointly by Sony and Matsushita (parent company of Panasonic) uses MPEG-4 AVC/H.264 encoding to put multi-channel digital audio and 1080i widescreen video onto non-linear media.

The DVD-based version, called the HDR-UX1, can record up to 60 minutes of HD video on a standard DVD+R dual-layer disc, or 32 minutes on a single-layer disc in its "LP" mode, which records at 5Mbps. For higher-quality recordings it offers four different quality modes, up to 12Mbps ("HQ+") which provides 27 minutes of video on a dual-layer DVD or 15 minutes on a single-layer.

It's worth pointing out that the DVDs recorded by this device, unlike those recorded on other DVD-based camcorders, are not compatible with existing set-top DVD players. Sony says they will be playable in future Blu-ray Disc devices including the



Playstation 3. And, of course, you can watch them directly from the camcorder.

The hard-drive version of Sony's AVCHD line, dubbed the HDR-SR1, also provides four recording modes offering between four hours and 11 hours of video on its 30GB internal drive. The DVD-based Ux1 is expected to retail for \$2499, while the hard-drive based SR1 will cost \$2699. Both devices are expected to be available in October. For more info contact Sony on 1300 720 071.

At this stage Mac compatibility for the AVCHD devices is uncertain, but we hope to bring you more information in the next issue of *AMW*. Meanwhile, Sony says that Canon, Pioneer, Samsung and Sharp have all expressed interest in licensing the technology. • *Matthew JC. Powell*



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[www.matrox.com/video/home.cfm](http://www.matrox.com/video/home.cfm)  
All about the MXO

## Matrox MXO hits Australia

**I**F you're serious about digital video – and I mean really serious – you'll want to know about the latest gizmo from digital video powerhouse Matrox. The deceptively small (cute, even) MXO is a portable box which hooks up to a Mac's DVI port and USB 2.0 (at the same time). What it does is take the video output from your Mac and convert it, instantly, into broadcast-quality video.

It can take output from Final Cut Pro, for example, and convert it in real-time to component, composite, S-Video and even SDI, in standard definition and high definition. It can produce 8 channels of SDI-embedded audio output. It handles the processing involved in "upscaling" of video content, thus relieving the burden on the Mac's CPU and massively increasing throughput. Incidentally, it can also downscale at the same rate – so if you need to convert that 1080i HD nature doco into a standard-definition DVD in a real hurry, this is the kit for you.

It's not just for Final Cut, either. You can use the MXO to record your PowerPoint or Keynote presentations, or indeed anything that goes down your computer's DVI port, in flicker-free pristine quality. Save a video of your web-browsing if you'd like.

Retailing for \$1849, the Matrox MXO is compatible with any Mac that has a DVI port and USB 2.0, including laptops and the latest Mac Pro. For more information contact distributor New Magic on 02 9528 4555. • *Matthew JC. Powell*