

AVCCAM Newsletter

December 2008



[Peace on Earth](#)

We at Panasonic wish all, a happy holiday and Peace on Earth !

[Welcome to Panasonic's New Newsletter!](#)

The purpose of a newsletter is to provide specialized information to owners of the newest compression technology, in the AVCCAM Camcorder. We hope to supply you with information and hints about new products, how best to use your equipment and Frequency asked questions with their answers. I am always searching for new Web Site that may help you with information. Video technology is changing daily and you must keep up with these changes. This is what we at Panasonic are trying to do for you with this news letter. If you have any suggestions, please e-mail me, and I will share them with the AVCCAM world. Thank you!

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[What is the difference between AVCHD and AVC-Intra?](#)

The AG-HMC150 utilizes AVCHD (Advanced Video Codec High Definition) which is a high-definition compression system. This highly efficient video encoder and decoder or "codec", is based on MPEG-4 AVC (H.264) technology. AVCHD compression is a "long-GOP" format, that which uses a mixture of intraframes (named I-frames) as well as bidirectional (B) and predictive (P) frames. This sophisticated scheme enhances compression efficiency, while maintaining quality at lower bit rates.



AG-HMC150

Matter of fact Panasonic now offers two types of AVC Compression, one is the AVCHD and the other is AVC-Intra, which are both H.264 compliant codecs, but they are very different. AVC-Intra is a professional intra- frame codec with bit rates of 50 and 100Mb/s, utilizing the High 10 Intra and High 4:2:2 Intra profiles of H.264 respectively.



AG-HMC70

AVC Intra 100 offers professionals mastering quality video for the highest level of HD production, while AVC-Intra 50 provides video quality similar to that of DVCPRO HD, but at half the bit rate.

[Visit Panasonic's Special AVCCAM WEB](#)

Panasonic has a special section on it's Web Site dedicated to AVCCAM uses, packed full of information.

Just go to:

http://www.panasonic.com/business/provideo/avchd-home.asp?cm_sp=Provideo%20Site%20Promotions--Right%20Hand%20Promo--AVCHD%20Professional

[Film Festivals Information](#)

Have you wondered about entering a film festival? Here are some books that may help!

["The Ultimate Film Festival Survival Guide"](#) , 3RD EDITION by Chris Gore

A very good introduction to a lot of film festivals and their background data.

[" The Complete Independent Movie Marketing Handbook"](#) by Mark Steven Bosko"

Make money from your movie with this insider's guide.

["Hollywood Creative Directory"](#)

A listing of people you may want to network with.

Just found an interesting Festival Web Site, check it out:

<http://www.filmfestivals.com/index.shtml>

[Video Backgrounds](#)

Just found some really nice backgrounds for your video openings and closings, Royalty-Free. TriLab Productions supplies these videos for Weddings, Worship videos, Sports events, among others. They will also send you a free Demo DVD, so you can see some of their work and also check out their cost.

Go to their web site to see more and get the free Demo DVD:

<http://www.digitalhotcakes.com>

[Panasonic Produces the 300 Millionth TV](#)

We are proud to announce that Panasonic has produced its 300 millionth Television set over 56 years of production.

Television production started in 1952 in Japan and export to the United States began 1961.

[Get a copy of Panasonic's new 2008 Global Service Network Handbook](#)



Panasonic has just published a handbook covering its global Service Network. In this book, there is a list of the different service center locations and their phone numbers in the world. Also, what products they service. This is nice to have with you when on those long shoots away from home.

Get a copy of this free book by e-mailing one of the following people:

East Coast, Alex Feldman feldmana@us.panasonic.com
West Coast, Chad Marshall marshallc@us.panasonic.com

Also, here is a web site that also contains this Global service Information, it's a good idea to add it to your Laptop for those long shoots. https://www.pavc.panasonic.co.jp/pro-av/support/public_o/worldwide.html

[AVCCAM White Papers to be Read](#)

You can now download White Papers on the AVCCAM's new technology at:

http://www.panasonic.com/business/provideo/avchd-home.asp?cm_sp=Provideo%20Site%20Promotions-_-Right%20Hand%20Promo-_-AVCHD%20Professional

1. FAQ - AVCCAM
ftp://ftp.panasonic.com/pub/Panasonic/Drivers/PBTS/papers/AVCCAM_FAQ.pdf
2. AVCCAM ACQUISITION
ftp://ftp.panasonic.com/pub/Panasonic/Drivers/PBTS/brochure/avc_aquisition_paper.pdf

[Video Facts:](#)

The first commercial Color TV Transmission in the U.S., was January 1, 1954, only 54 years ago. This broadcast was of the Rose Parade from Pasadena, CA.

Peek sales for VHS video tape was 2001, the tape manufactured could had reached from the earth to the Moon 987 times. Now, look a tapeless world is here!

[Join Panasonic's AVCCAM 3-Year Warranty Program](#)

This 3 year warranty program is packed with lots of benefits for you. Basically, you receive an additional 2 years of extended warranty, at no cost to you for your AG-HMC150. Remember, to register all your AG-HMC150 within 30 days and tell a friend!

To see the installation Manual and to register go to:

http://panasonic.biz/sav/pass_e

Remember to register all your AVCCAM Equipment within 30 days of Purchase!

[What Benefits do you Receive?](#)

You have to experience the many benefits that Panasonic offers:

1. The P2 Status Logger helps to keep your AG-HMC150 equipment up to date.
2. The P2 Status Logger guides you to the appropriate software download site, no more troublesome firmware searches.
3. Just connect your AG-HMC150 equipment to a PC via USB cable and go to the PASS web site. http://panasonic.biz/sav/pass_e
4. You can also leave the inspection history on the PASS automatically, by checking with the P2 Status Logger.
5. You can check your AG-HMC150 at your convenience.
6. You receive a free AVCCAM Newsletter, packed with information.
7. You also receive a AVCCAM Warranty Certificate

[Just another Reminder - Keep those Serial Numbers Safe!!](#)

Keep a record of all the serial numbers of your P2 equipment, including your P2 CARDS.

Panasonic has a Stolen Equipment list, all you have to do is contact your local field engineer with the serial numbers of the missing equipment and he will forward them to Japan and they will be listed on our [Global Stolen List](#).

If any of these products come to Panasonic for service, they will be reported to the police as stolen.

Information needed:

Original User: Company and Contact Name

Where Stolen, Location:

Model Numbers:
Serial Numbers:
Lens: company name and Serial number

Contact our call center for your local Service Field Engineer's

Name and phone number at: 1-800-524-1448

Or on the web go to:

http://www.panasonic.com/business/provideo/support/contact_info.asp

AVCCAM Hints

1. You can view and copy your AVCCAM footage with a PC. Just use the AVCCAM viewer for Windows. It can be downloaded free from Panasonic's Web Site, it is also included on the CD ROM that is included with the AG-HMC150.

Go to this web site to download:

<https://www.pavc.panasonic.co.jp/pro-av/support/desk/e/download.htm#p2cms>

2. You can check out what non-linear programs will support your AVCCAM format.

Go to this web site to download:

ftp://ftp.panasonic.com/pub/Panasonic/Drivers/PBTS/papers/AVCCAM_EditSol.pdf

3. To read your AVCCAM ASHC memory card, you must have a SD 2.0 Card Reader.
4. You can edit AVCHD Clips on non-linear editing systems that do not support the AVCHD format by using the Panasonic's Free AVCHD Transcoder. The AVCHD Transcoder converts AVCHD data to DVCPRO HD format which are supported by major editing systems.

You can download both a white Paper and software from:

White Paper:

ftp://ftp.panasonic.com/pub/Panasonic/Drivers/PBTS/papers/green_avccam_combined.pdf

Transcoder Software:

ftp://ftp.panasonic.com/pub/Panasonic/Drivers/PBTS/papers/green_avccam_combined.pdf

5. You can use both Types of SD cards, SD and SDHC memory cards in the HG and HE modes of record in the AG-HMC150. But you must use only the SDHC memory Card in the PH and HA modes.
6. Remember, both types of SD memory cards must be formatted in the AVCCAM equipment like the AG-MHC150. Keep in mind the format used by the PC is different then the AVCCAM equipment.
7. PH Recording mode can be recorded in SD Cards over Class 4.

8. The AG-HMC150 can not record over 900 Clips.
9. The best way to keep your lens clean, use a U/V filter to keep the dust and dirt off your lens. To keep the filter clean use a soft camel's hair brush or air to remove any solid particles from the filter surface. This will prevent scratching during the cleaning process. Next, use a good lens cleaner (purchased from a photo shop) or Pancro Professional Lens Cleaner
<http://www.pancro.com/#/prolenscleaner/4528031560>
and Kodak lens tissue. Never pour the cleaning solution on the filter directly. Apply the filter cleaner to the filter cleaning tissue before use. Now, use the cleaning tissue and, starting at the center, wipe in a circular motion around the filter in one direction. Make sure to do this gently and quickly, no more than 30 seconds. Use a microfiber cloth to polish the filter to remove any small streaks or smears that may have been left.

Equipment List

What equipment should you carry on your next shoot.

1. Your AG-HMC150 AVCCAM Camcorder.
2. Tripod or Monopod, to steady your Camcorder.
3. Extra Batteries, I usually carry two extra batteries, so I don't run out of power. The battery that comes with your AG-HMC150 is VW-VBG260 (7.2 Volts, 2640 mAh). Panasonic also offers a longer lasting optional battery VW-VBG6 (7.2 Volts, 5800 mAh).
4. AC Power adapter, so I can charge my batteries if AC is available.
5. Extra 3-6 SD Cards and SD adapter, I don't want to run out of video space and the SDHC adapter will allow me to play back the SD cards if there is a computer available.
6. Good Camcorder Carrying bag, large enough to carry all of your equipment.
7. Pen and Paper, so you can take notes if needed.
8. The Camcorder's operation manual, you may need it to check out a menu setting, I also carry my camcorder's operation manual in PDF form on a flash stick on my key ring.
9. Fill Light, battery operated, used to fill in the light when needed.
10. Good microphone, for interviews.

11. Headset and earphones, used to check your sound while recording.
12. Collapsible Reflector, 36" in diameter is a good size.
13. Extra Cables, for the microphone, cables for video, AC extension cords.
14. HD Monitor, if you have the room.

[FCP 6+ AVCCAM Editing](#)

1. Remove the SD card from the AG-HMC150 and insert into a USB 2.0 SD Card Reader.
2. Launch your FCP 6+, Final Cut Express 4, or iMovie 08.
3. Under the File Menu, open the Log and Transfer window.
4. Select your Clips from the thumbnails.
5. Mark In and Out points.
6. Click Add Selection to Queue and Import.

More Information at Apple's Web Site:

<http://www.apple.com/finalcutexpress/#Importing>

[What Makes a Good Video Shoot](#)

1. Poor lighting is one of the biggest problems when shooting a video. Make sure to always shoot your video with the light source behind you, lighting up the subject. It's best not to shoot your subject with the light behind them.
2. Always save your batteries power, turn your camera off when not needed. I always purchase extra batteries, usually two or more extra batteries. I always carry my AC charger with me on a shoot. Nothing is worse then running out of power in the middle of a shoot.
3. Keep your shots short and simple. It's best to keep your shots short or they may become boring.
4. Always check your sound, it's best to carry a set of headsets or ear buds, with you and check your sound for distortion or low audio. Also, carry a good microphone with you.

5. It's good to carry a tripod with you and use it to prevent vibrations in the video which make it look amateurish.
6. Also, carry a fill light with you to help you light up a small area.

Always Carry the Operations Manual

Also, get a PDF copy of your AG-HMC-150 Operations Manual and carry it with you on a flash drive.

Go to

ftp://ftp.panasonic.com/pub/Panasonic/Drivers/PBTS/manuals/AG-HMC150_OI.pdf

What is the HD HDMI Terminal (Connector)

HDMI (High Definition Multimedia Interface). The AG-HMC150 has a HDMI HD Output Terminal. HDMI enables you to transfer the digital Audio and Video stream with one cable. Output format can be selected by the menu. The HDMI standard was released in 2002 by HDMI Organization. The HDMI uses TMDS protocol. The newest HDMI version 1.3a is used. This Standard adds substantially more bandwidth from 165MHz to 340MHz for better resolution and color, 48 bit depth for a richer color. The HDMI supports eight channels of digital audio. Also built in is a High Bandwidth Digital Content Protection or HDCP. This high level content protection system similar to TCP/IP SSL used in Internet security. The HDCP is used to prevent the digital video from being copied and also prevents conversion of the digital signal to analog video formats. This connector is used to feel a Professional Monitor.

For more information go to:

http://www.extron.com/company/article.aspx?id=dvihdmi_ts

<http://www.hdmi.org>

<http://www.youtube.com/watch?v=9n0QVPDMn38&feature=related>

<http://www.abccables.com/info-hdmi-problems.html>

SD Cards, What's the difference?

The development of the SD (Secure Digital) Card was first announced in 2000, by Matsushita, San Disk and Toshiba Corporation. By 2004 the 1 GB SD Card was developed and in 2006 the first SDHC (Secure Digital High Capacity) Memory Card was announced with higher specifications. With the larger capacity it allowed for the file system to be change from Fat 12/16 to Fat 32, which will allow for a larger-volume of data storage. The newer SDHC card enables a higher data transfer speed which is very important to the video world. This newer standard is not backwards compatible with the older SD format host devices. But, the newer host devices can read the

older SD Cards. The latest SDHC Card was announced by Panasonic, 32GB. The SD Association has defined 3 speed classes to help you identify the speed and also the performance capabilities. The Class 2 SDHC Memory Card's speed is 2 MB/s, the Class 4 is 4 MB/s and the Class 6 is 6 MB/s. Another feature is its large temperature spec. -13°F to 185° F. Remember, the AG-HMC150 uses both the SD cards and also the SDHC cards. The SD cards must be class 2 or above and can only be used for the HG mode or The HE mode. The SDHC cards can be used in all four modes of the AG-HMC150. Also, the SD and SDHC cards should be formatted in the Camcorder or with a special AVCHD formatting program.

Caution

The AG-HMC150 comes with an AC adapter that looks like the one that comes with the AG-HSC1U. However it is not the same! The VWAD@!PPK that comes with the AG-HSC1U puts out only 1.2 amps while the VWAD20PPK that is used by the AG-HMC70 and the AG-HMC150 puts out 1,75 amps. Do Not Interchange Power Supplies.

PANASONIC ANNOUNCES THE AG-HPG20 P2 HD PORTABLE RECORDER FEATURING AVC-INTRA SUPPORT

Panasonic announces the new solid-state AG-HPG20 P2 Portable recorder/player with AVC-Intra recording capabilities. Supporting the 10-bit AVC-Intra codec as well as formats ranging from DVCPRO HD to DV, the P2 Portable will serve as a master quality deck for fast, file-based recording -- bridging content to and from older tape based systems and HD-SDI infrastructures.



With 10-bit AVC-Intra compatibility, the HPG20 P2 Portable brings master-quality recording -- formerly only available in higher cost, full sized decks -- to the field. This extraordinary workflow tool allows users to playback and review P2 cards on its 3.5-inch LCD screen, manage clip files and metadata, record content from a wide range of cameras via its HD-SDI input, and backup data onto hard disk drives.

The HPG20 supports a wide range of high definition and standard definition recording formats. Recording and playback formats include 1080/60i, 1080/50i, 720/60p, 720/50p in the AVC-Intra and DVCPRO HD 4:2:2, independent frame codecs; and 480/60i, 576/50i in DVCPRO50, DVCPRO and DV. The unit plays back content automatically (no need to change settings) and can operate in 50Hz or 60Hz.

A key benefit of the P2 Portable is that it can be paired with a wide range of tape-based and solid-state cameras as well as camcorders from different manufacturers. The unit's HD/SD-SDI and IEEE 1394 input interfaces open the door for endless applications in HD or SD production. The P2 Portable

can be connected to DVCPRO HD, DVCPRO50, DVCPRO and DV tape-based camcorders via IEEE 1394 for solid-state back-up recording in the field. It also accepts and records signals (with metadata) from any camera with an HD-SDI output, making it an essential tool for broadcast field applications such as news crew pool feeds.

As I find interesting web sites in these these different areas of intrest I wall be listing them in this area, I hope they may be of help to you! If you have any, please e-mail me at foulds@us.panasonic.com

Education Video Info Center

Lots of different information for the educator on video.
<http://www.educationatlas.com/video-arts.html>

<http://www.tvprogear.com/pages/VideoProductionResources.aspx?AspxAutoDetectCookieSupport=1>

General Video Info Center

General information on video
<http://www.dvinfo.net/conf/avchd-format-discussion/>

Government & Law Enforcement Video Info Center

<http://www.governmentvideo.com/>

House of Worship Video Info Center

Magazines and useful information for the House of worship
<http://www.churchproduction.com/>

<http://churchvideoideas.com/>

<http://www.churchmedia.net/general-video-production/>

<Http://www.worshipleader.com>

Music Video Info Center

Music Video web sites
This site has a downloadable book, a little dated, but interesting.
<http://www.timtv.com/mv101/musicvideo101.pdf>

[Wedding & Event Video info Center](#)

Interesting Wedding Web sites

[Web Site of The Wedding & Event Videographers Association International](#)

<http://www.weva.com/>

[Interesting Video on DLT used for mastering a DVD Video](#)

<http://www.imgvideos.com/downloads/weva/wt3/360x240/360x240.html>

[Video Magazines](#)

We are all in one of the fastest growing technical areas, and like a doctor or lawyer, we all have to keep up to day on changes that occur in the video world. One of the best ways is to read magazines that cover our video industry. For example here are the web sites of some of the best magazines that are available in our field. Some of them are free, check them out.

<http://www.videomaker.com/>

<http://www.Moviemaker.com/>

<http://www.studentfilmmakers.com/>

<http://www.DV.com/>

[Quote of the Day](#)

["Learn everything you can, anytime you can, from anyone you can - there will always come a time when you will be grateful you did."](#)

[Sarah Caldwell](#)

[Send all Questions or Suggestions to](#)

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If you would like to receive the past issues of the P2 HD Newsletter, send your request to me at the above e-mail address.

If you would like to be removed from our mailing list, please send me an e-mail to fouldsh@us.panasonic.com