



# Panasonic AJ-D960 DVCPR050 Production VTR

Taking speed to a  
whole new level.

Sports / Live Event / Editing

Finally, a production VTR so feature rich and fast, you'll never settle for Digital Betacam again. The DVCPR050 line of high-end camcorders and VTRs provides a smooth transition to all-digital television production.

Everyone knows that DVCPR050 is quickly emerging as the new digital production standard... but here's something you may not know: a DVCPR050 production environment works seamlessly with MPEG distribution. And with tens of thousands of units in use, DVCPR050 is the reliable, field-proven production solution.

Take a look at the AJ-D960 DVCPR050 production VTR: 4:2:2 digital component quality; 50 Mbps, edit-friendly Intraframe format; and brilliant slow motion capability. You can go from -1X reverse to 2X normal speed – with full audio scrub. Or how about from full speed reverse to locked play in around 250 milli-seconds? Now that's fast! Moreover, the AJ-D960 offers full backwards compatibility with consumer DV and DVCPR050 formats and seamless migration to HD.

DVCPR050. The new digital production standard.

## Highlights

- ◆ 4:2:2 digital component recording
- ◆ Instantaneous cue up and play for lightning fast editing operations
- ◆ Smooth slow motion playback from -1X reverse to 2X normal speed
- ◆ True audio scrub capability
- ◆ Edit-friendly, 50 Mbps, Intraframe format for full assemble/insert editing, preview, review and trimming
- ◆ DVCPR050/DVCPR050 resolutions
- ◆ SDI I/O, component/composite video input
- ◆ Optional SDTI I/O
- ◆ 625/525 switchable recording

## Benefits

- ◆ Ideal for sports, live event and editing applications
- ◆ Backwards compatibility with DVCPR050 and consumer DV formats
- ◆ Convenient upconversion to HD with DVCPR050 HD VTRs
- ◆ Transmission over ATM/OC-3

**\$31,000**

Suggested List Price in U.S. dollars and valid for United States only.  
All information subject to change without notice.

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