



## PANASONIC EXTENDS FREE EDIUS NEO 2 SOFTWARE OFFER TO SEP. 30, 2010 FOR AVCCAM CAMCORDERS AND HANDHELD RECORDER

**\* A \$229 value with Faster Native Format Editing \***

**SECAUCUS, NJ (February 10, 2010)** – Panasonic Broadcast announced it is extending to September 30, 2010 the offer of free Grass Valley EDIUS\* Neo 2 editing software with the purchase of an AVCCAM\*\* camcorder or handheld recorder.

This promotional offer\*\*\* was scheduled to end on March 31, 2010, but because of strong demand, Panasonic and Grass Valley have agreed to extend it until Sep 30<sup>th</sup>. The EDIUS Neo 2 software is included in the box at the time of purchase, but a user will need to activate it via the Panasonic PASS support web site.

Users who have purchased an AG-HMC70, AG-HMC40 or AG-HMC150 AVCCAM camcorder or the AG-HMR10 recorder will receive a product serial number to allow them to install the software after registering their product at Panasonic's PASS support website ([panasonic.biz/sav/pass\\_e](http://panasonic.biz/sav/pass_e)). All video professionals who purchased these AVCCAM products after April 1, 2009 are eligible to receive EDIUS Neo 2, and users who purchased after October 9, 2009 are eligible to receive EDIUS Neo 2 Booster.

Ideal for entry-level videographers, the EDIUS Neo 2 Booster software\*\*\*\*, valued at **\$229**, offers native editing of the AVCHD format, including Panasonic's exclusive PH recording mode, for easier editing, including no transcoding, of HD video shot with Panasonic AVCCAM camcorders.

### **About AVCCAM**

Panasonic's AVCCAM series brings the benefits of solid-state HD recording to budget-conscious professionals with a range of affordable camera and recorder products that record with inexpensive, widely-available SD/SDHC cards. The professional AVCCAM line includes the AG-HMC40 compact handheld, the popular AG-HMC150 handheld, the shoulder-mount AG-HMC70, the AG-HMR10 AVCCAM recorder and its optional AG-HCK10 camera head. AVCHD is supported by a wide range of editing options including Apple Final Cut Pro 6.0.5, Adobe Premier Pro CS4, EDIUS Pro 5 and EDIUS Neo 2. In addition, a free transcoder, available for download at [www.panasonic.com/avccam](http://www.panasonic.com/avccam), converts AVCHD files to DVCPRO HD P2 and downconverted DV files for use with most existing professional editing packages.

\* EDIUS is a trade mark of Grass Valley Inc.

\*\* AVCCAM is the brand name of Panasonic's professional AVCHD products

\*\*\* This promotional offer may be subject to discontinuation, and/or new camera recorders may be added to the promotion.

\*\*\*\* Please visit the following Grass Valley website -- [www.grassvalley.com/products/edius\\_neo\\_2\\_booster](http://www.grassvalley.com/products/edius_neo_2_booster) -- for EDIUS Neo 2 Booster for details and operating conditions.

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