



PANASONIC ANNOUNCES NEW AG-HMX100 MULTI-FORMAT HD/SD DIGITAL A/V MIXER

**** Low-Cost Mixer Offers High-Quality Switching Capabilities with
HD/SD-SDI Embedded Audio and 3D HD Support ****

SECAUCUS, NJ (February 10, 2010) – Panasonic now introduced the new AG-HMX100, a low-cost HD/SD digital A/V mixer that incorporates a built-in multi-viewer display output and combines high-quality video switching and audio mixing features. It offers a very flexible use interface and supports SD, HD, and 3D HD formats. Highly affordable, the new AG-HMX100 is ideal for use by schools, hotels, government facilities, corporations, public access channels, event producers, and in mobile or portable applications.

The multi-format* HMX100 is an affordable, high-quality switcher/mixer designed to support multiple camera workflows, from production, to corporate A/V projects, to wedding and live events. This versatile production tool can even switch 3D HD video, making it the first affordable live switcher for use in 3D production.

The HMX100 offers an array of interfaces including four HD/SD-HDI inputs/outputs, two HDMI inputs and two analog composite inputs, allowing the HMX100 to connect directly to virtually any camcorder or other video source. Additional connections include a DVI-I input for computer use, two DVI-D outputs (PGM and Multi-Viewer), a microphone input, dual aux in and audio outputs, a headphone jack, as well as connections for genlock, GPI, RS-232C and tally output. In addition to the ability to mix embedded audio from HD/SD-SDI camcorders and other and sources, the HMX100 offers eight XLR and 2 RCA connectors for line level audio inputs, as well as embedded audio output and two channels of analog audio out.

The compact HMX100 features a 5.7-inch LCD display and an intuitive control panel that provides easy access to digital effects including basic pattern key, transition wipes, chroma and luminance keys, downstream keying (DSK), title key, time effects (still/strobe) and fades (in/out, video, audio). The unit also features preset/event memory buttons.

For added flexibility, the mixer has a Multi-Viewer function that allows users to display video sources, audio levels, and a waveform monitor, in multiple windows on a single monitor. When connected to a single display, the mixer can display preview out, audio level meters, program out, input audio level meters (digital input only), six sources of video inputs, one source of DVI-I input and a waveform monitor.

For use in A/V systems, the HMX100 connects easily with Panasonic projectors via DVI-D, HD-SDI and RS-232C connections to mix in various sources during a presentation, and can remotely control the projector's power and shutter settings.

The HMX100 mixer will be available this June at a suggested list price of \$5,800.

* The unit cannot operate in a system with mixed HD and SD, 50Hz and 59.94Hz, or 1080i and 720p signals.

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