



**FOR IMMEDIATE RELEASE**

**JVC Announces Rugged, All-Weather Camcorders**

*New Everio line is water-, dust-, shock- and freeze-proof.*

Mississauga, ON, April 17, 2014 –JVC injects action into the camcorder market with the introduction of a line of rugged, weather-proof Everio models that allow video to be shot in most any weather and offer opportunities for creating unique videos that can't easily be captured with a smartphone or traditional camcorder. The new models also feature an internal, long-life battery – 4.5 hours on a single charge—for even more versatility.

The three new JVC Everio camcorders, the GZ-R70, GZ-R30 and GZ-R10, feature JVC's Quad-Proof structure – water resistance to a depth of 5m/16.4ft, the ability to withstand a drop from 1.5m/4.9ft, as well as dust-proof and freeze-proof down to –10°C/14°F – packaged in a familiar camcorder form factor.

The new line offers a combination of performance capabilities and innovative features for those who want to take their videos beyond what a smartphone or other camcorders can deliver. In addition to their weather- and shock-proof attributes, JVC's new Everio camcorders feature a 40x optical zoom, 2.5 megapixel back-illuminated CMOS image sensor, audio that zooms with the picture, and compatibility with third-party editing software, including iMovie and Final Cut Pro X.

The new Everio line's Quad-Proof technologies were first offered in JVC's ADIXXION action cameras, designed for shooting point-of-view action video. Bringing the technology to the Everio series means that all kinds of videos can be created under a wide range of weather conditions. There's even the "oops-proof" factor – no need to worry if the camcorder is accidentally dropped onto the ground or even into a pool. Contributing to the camcorders' IPX8 certified water resistance and IP5X dust resistance is the internal high-capacity battery, which eliminates the risk of damaging the camera while changing batteries in bad weather. Moreover, Everio is compatible with third-party portable batteries (the type used with smartphones for emergency charging). Video can be shot while charging to go beyond the internal battery's 4.5 hours, or Quick Charge for one hour and add an extra 1.3 hours of recording time if the portable battery current is over 1.0A.

The definitive advantage that Everio camcorders offer over smartphones is quality optics. Everio is equipped with a large-caliber KONICA MINOLTA HD LENS with high-quality 40x Optical Zoom. With 60x Dynamic Zoom, the 2.5M Back-illuminated CMOS Image Sensor maintains the picture's HD resolution even when exceeding the optical zoom range. And the JVC FALCONBRID engine provides efficient video and audio processing to deliver beautiful images and sound. Adding to audio quality is JVC K2 Technology applied during recording for effective sound restoration during playback. Outdoors, gusts of wind won't spoil the soundtrack thanks to an original algorithm that effectively attenuates wind noise picked up at the mic.

The three new JVC Everio camcorders are differentiated by internal memory capacity, a built-in LED light is included in the GZ-R70 and GZ-R30, and the GZ-R10 is available in black, blue and red. They will be available at the following prices:

- GZ-R70: \$449.99 (Available April 2014)
- GZ-R30: \$399.99 (Available April 2014)
- GZ-R10: \$369.99 (Available March 2014)

#### **About JVC Canada Inc.**

JVC Canada Inc. is a wholly owned subsidiary of JVC KENWOOD Corporation. JVC KENWOOD Corporation is one of the world's leading developers and manufacturers of advanced audio and video products. JVC has always been inspired by the imagination and continues to push, meet and exceed beyond known boundaries. [www.jvc.ca](http://www.jvc.ca)

*The information contained herein was correct as of the time of this release. In some cases it may not match the latest information.*

#### **GZ-R70/R30/R10 Primary Features**

- **32GB (R70) 8GB (R30) Internal Memory**
- **QUAD-PROOF Body**
- **4.5H Internal Long-Life Battery**
- **40x Optical Zoom (60x Dynamic Zoom)**
- **2.5M Back-illuminated CMOS Sensor**
- SD/SDHC/SDXC Card Slot
- Compatible with Portable Battery and USB Charging \*
- KONICA MINOLTA HD LENS
- FALCONBRID Image Processing Engine
- 10 Megapixel Stills
- 3.0-inch Full Screen Touch Panel
- Advanced Image Stabilizer (A.I.S.)
- Intelligent AUTO
- Face Detection / Touch AE/AF
- Special Effects REC (Rough Monochrome / Food Mode / Baby Mode)
- Time-Lapse REC
- 24Mbps High bit rate Recording
- K2 Technology in REC Mode
- Auto Wind Cut
- Auto Illumi. Light (R70/R30)
- Built-in Zoom Mic
- 1920 x 1080/60P Output
- Everio Media Browser 4 Software Supplied
- Works with iMovie and Final Cut Pro X

*\* When used with a portable battery of over 1.0A, 5V and over 1000mAh. Compatibility is not guaranteed for all portable batteries.*