

**Press Release**

**HD Mobile Camera**

**HM-TA1**

**Introducing the HM-TA1 Compact HD Mobile Camera.  
A New, Go-Anywhere Camera for Easy Video and Photo Shooting,  
and Instant Image Sharing.**

- 1) The HM-TA1 is a new-genre HD mobile camera with pocket-size dimensions and exceptional mobility. Small enough to fit in the palm of the hand, the TA1 slips easily into a pocket or a bag for both full-HD video recording and high-quality photo shooting -- any time and any place.
- 2) With its simple design and effortless operation, the TA1 is easy for anyone to use, even the first time. All buttons are designed for intuitive operation, and an integrated USB terminal with software allows for easy PC connection, editing and uploading to YouTube™ or Facebook. For recording, the TA1 uses the MPEG-4 AVC file format (MP4), with its wide-ranging compatibility, and also supports Apple's iFrame video format, for speedy, comfortable loading and editing of videos recorded with Mac's iMovie software.
- 3) The TA1 can also be used with the Skype IP phone service. Simply connect the TA1 to a PC, and it becomes a web camera for free Skype-based video calls with family or friends faraway.

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The new HM-TA1 is a compact HD mobile camera that records high-quality videos and photos. It measures only 53.0 mm (width) x 17.8 mm (depth) x 104.0 mm (height). The slim, palm-size unit fits in a pocket or hangs from a wrist strap, for go-anywhere ease at all times, just like a cell phone. The TA1 lets the user record full-HD videos of daily life as easily and casually as snapping photos.

Developed with the priority on easy operation, the TA1 greatly simplifies shooting. Almost every button has a single function. The user can start shooting immediately after taking the TA1 out of a pocket or a bag. And because the TA1 can be operated intuitively without even reading the user's manual, even people who are not familiar with operating a conventional still camera or camcorder can use the TA1 with ease.

The TA1 has an integrated USB terminal with software that allows recorded video clips and still images to be easily loaded into a PC, edited, and then uploaded to a website. When the TA1 is connected to a USB slot on a PC, its built-in software, HD Writer PE 1.0, automatically starts up. This allows one-touch loading of image data into the PC for editing, even when the user is not sitting in front of a PC at home. The MP4 format used by the TA1 offers excellent PC compatibility. In addition, the TA1 supports Apple's iFrame video format for smooth and easy loading and editing of image data using a Mac computer, and the size of the data remains the same after it is loaded into a Mac. The built-in software, HD Writer PE 1.0, can directly upload video clips to YouTube™ or Facebook without having to launch a browser, for quick and easy image sharing.

The TA1 can also be used as a web camera. It supports the Skype free video call service. By simply connecting the TA1 to a computer, you can enjoy face-to-face communication with family or friends in distant locations on the computer screen.

The HM-TA1 lets users record, view and share high-quality videos and photos -- quickly and easily. The simple, stylish tablet-type body comes in four colors\* to suit every user's preference.

\* Model availability varies depending on the country and region.

- "Full-HD video with 1,920 x 1,080 pixels" in the Panasonic home-use HD mobile camera refers to video recordings with 1,920 pixels in the horizontal direction and 1,080 pixels in the vertical direction.

## Explanation of Features

### Shooting/Playback

#### High Picture Quality with Full-HD (1,920 x 1,080/30p) Recording

Even with its compact, palm-size body, the TA1 records full-HD (1,920 x 1,080/30p) videos with superb picture quality. Its MP4 format offers excellent PC compatibility, and is ideal for viewing clear, high-resolution images on a PC or distributing them over a network. The iFrame (960 x 540/30p) video recording format, which is optimal for Mac use, can also be selected. The TA1 meets a variety of shooting applications, such as longer recording times, high-quality image recording, and the ability to use a Mac.

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#### 8-Megapixel Still Picture Recording

The TA1 can record photos with up to 8 million pixels.\* This high resolution capability ensures clear, vivid images with sharp details. When an SDXC/SDHC/SD Memory Card containing image data is inserted into the SD card slot of a Panasonic VIERA\*\* TV, VIERA Image Viewer displays the images on the large screen without requiring any complicated operation.

\* Records 8-megapixel still images with 5 million effective pixels.

\*\* VIERA XX-XX.

#### Still Image Capture

The TA1 can cut still images out of a video clip.\* There is no need to connect any other device or to load the video into a PC for editing. To cut out and save a still

image, simply press the Still Picture button right when the desired image appears on the TA1's LCD monitor.

\* Still images cannot be cut out while shooting a video.

- The size of the cutout still image is the same as that of the video image.

### **iFrame Mode -- Ideal for Mac and PC Users**

The TA1 lets the user record movies with iFrame. When using iMovie, the iFrame video data in the camera is the same format as the one that is used to edit, so importing is fast and file sizes are small. Movies can be edited and uploaded to the internet or to a portable device right away. iFrame is based on standards, so it works with compatible PC and Mac applications, such as Apple iMovie and PC applications.

### **E.I.S. (Electrical Image Stabilizer)**

The TA1 uses the E.I.S. (Electrical Image Stabilizer) system to minimize the hand-shake that often occurs with compact cameras. This ensures clear, blur-free images, even when walking or shooting self-portraits.

### **4x Digital Zoom**

The TA1 zooms up to 4x, making it easy to capture faraway subjects and expand the user's range of creative expression.

### **Effect with Sepia/Monochrome/Soft Skin**

The TA1 offers three effect modes. The Soft Skin mode produces beautiful skin tones. The Sepia mode adds warmth to the captured images. And the Monochrome mode transforms the appearance of images to create a cool ambience. By selecting one of these modes, the user can add a unique effect to suit the shooting purpose.

### **LED Light for Shooting in Dim Locations**

The TA1 also features an LED light that lets the user shoot in dark indoor locations

and at night to capture images in a wide range of situations.\*

\* The LED light does not go on when operating in web camera mode.

## **SDXC/SDHC/SD Memory Card Recording**

The TA1 uses an SDXC/SDHC/SD Memory Card as recording media. These solid-state recording devices are highly resistant to external impact and allow instant recording. Also, since the memory card can be removed from the camera body and carried around, recorded images can be easily shared with family and friends. This media is also ideal for transferring data to a PC.

## **Networking/Editing**

### **Works with Skype\* [New]**

The TA1 also serves as a web camera for Skype, the software application that allows users to make free video calls over the Internet. It enables easy visual communication with faraway family and friends.

\* The use of a high-performance CPU is recommended for video conferencing with high-quality images.

### **Quick PC Connection with a Built-in USB**

The USB terminal is located on the bottom of the TA1. By sliding out the terminal and plugging it into a PC, recorded images can be played and edited on the PC without having to use a connection cord. This makes it easy to share videos or photos over the Internet right after shooting, and also allows easy playback and uploading even when the user is not sitting in front of a PC at home. The terminal retracts into the

camera body when not in use, thus preventing accidental damage due to unexpected impacts during transport.

### **USB Charging and USB Bus Power**

Charging the battery is as easy as connecting the TA1's USB terminal to a PC.\* This eliminates the need to carry a separate cord or adaptor. The battery can be charged anywhere with an available PC. The TA1 is also USB bus-powered. When using the battery, power is automatically supplied from the PC as soon as the TA1 is connected to it with a USB cable to enable quick and easy video playback and editing with the PC, even in places where there is no external power supply.

\*Do not use any USB extension cord other than the supplied one (Operation is not guaranteed with any other USB extension cord.).

### **Easy Web Uploading with HD Writer PE 1.0 Embedded Software (for Windows OS)**

When the TA1 is connected to a PC via the USB terminal, recorded images can then be loaded into a PC for playback, editing and uploading. Plus, the TA1 can upload videos directly to YouTube™ or Facebook, without having to launch a browser. When e-mail software such as Outlook Express is registered in advance, an e-mail message with the URL for the uploaded video page already attached is automatically launched, making it easy to send e-mails to family and friends to notify them of the uploaded page.