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## **JVC GY-HD100 and Redrock Micro M2 Get Top Marks in Showreel Magazine Shootout**

*In-depth testing and review gives nod to these best-in-class products*

April 24, 2006. Las Vegas, NV – The JVC GY-HD100 camera and the Redrock Micro M2 Cinema Lens adapter received top marks in Showreel magazine's recent review from tests conducted on the set of the hit television show "24". Rodney Charters, ASC, CSC, who has been the Cinematographer on all 5 seasons of 24, and fellow DP Taylor Wigton shot a series of camera tests on and off the show set in an effort to understand the merits of the new crop of low cost 1/3 inch HD camera systems in a real world production environment.

"I have been a longtime user of both 35mm film and digital video," said Rodney Charters. "When I met Taylor we both realized the new crop of 1/3 inch high definition cameras held real promise for dramatic narrative. We decided to collaborate on a set of tests with these new cameras including the Canon XL-H1, Sony Z1U, Panasonic AG-HVX200, and the JVC GY-HD100. We also tested a variety of 35mm cinema lens adapters which, when combined with these HD/V cameras, provide the depth of field, angle of view and selective focus so critical for drama. We came to some interesting conclusions."

Available in the Feb/March issue of the Showreel UK version, and in Showreel's inaugural US issue to be distributed at NAB 2006 in Las Vegas, the two-part series delivers an in-depth look at the best high definition cameras and cinema adapters available today. The products were put to the test in one of the most demanding production environments today. After comparison, testing and validation on and off the set of "24", the two cinematographers' top choices for the current crop of low cost 1/3<sup>rd</sup> inch HD cameras and 35mm Cine lens adapters were the JVC GY-HD100 HDV camera and the Redrock Micro M2 Cinema Lens Adapter.

"Showreel has always been about testing equipment to a level that others don't," says Steve Parker, editor of Showreel magazine. "The new 1/3 inch chip HD cameras have generated a massive amount of interest, and the comprehensive tests that Rodney and

Taylor carried out on the set of 24 really pushed all these new cameras to the limit. The tests demonstrated that the quality of the GY-HD100's progressive mode and the M2's low-cost method of giving a more filmic depth-of-field offer a very cost-effective way of shooting drama on a budget."

"We are pleased to receive high praise from these respected professionals in this superb magazine," said Craig Yanagi, National Marketing Manager for JVC. "JVC has worked hard to listen to the market, and deliver a great HDV camera in the GY-HD100 that empowers filmmakers everywhere."

The GY-HD100 is a full resolution HD progressive camera recorder whose outstanding performance is exceptional in its price range. It produces film-like quality high definition recordings, bringing digital cinematography capabilities within practical reach of a wide market segment. Its true 24p capability enables recordings to be transferred to 16mm or 35mm film with full HD fidelity, without frame rate conversion. The GY-HD100 delivers spectacular quality SD recordings for professionals shooting in either SD or HD.

"Redrock's mission has been to deliver a family of cinema accessories at revolutionary prices with digital video at the heart of production," said James Hurd, Chief Revolutionary for Redrock Micro. "With the M2 cinema lens adapter, we set out to build a great quality product.. We are extremely proud that we were able to achieve such high marks while producing the lowest cost adapter available on the market today."

The Redrock M2 Cinema Lens Adapter enables 35mm still and cinema lenses to be adapted to digital video and HD/V cameras to create the depth of field, angle of view, and focus ability typically found only in high-end 35mm film projects.

### **About Showreel**

SHOWREEL magazine has been established in Europe for since 2003, and it has quickly become the leading magazine for everyone wanting independent, in-depth and considered information about equipment and issues in both the film and television industries. In April 2006, a dedicated US edition was launched, in time for NAB in Las Vegas.

Each bimonthly issue contains over 60,000 words of high quality original material written by industry professionals, covering everything from finance and distribution issues to professional techniques in areas such as cinematography, audio, 3D and advanced digital post. <http://www.showreel.org>

### **About JVC**

JVC PROFESSIONAL PRODUCTS COMPANY, located in Wayne, New Jersey, is a leading manufacturer and distributor of a complete line of broadcast and professional equipment. For more information about this, or any other JVC PROFESSIONAL PRODUCTS COMPANY product, contact JVC at (800) 582-5825; or Candace Vadnais at PFS Marketwyse 973-812-8883, ext. 430 or visit JVC's Web site at <http://www.jvc.com/pro>

**About Redrock Micro**

Redrock Microsystems, LLC was founded in 2004 and is committed to the express purpose of creating cinema-quality accessories at revolutionary prices. Redrock Micro's family of high quality cinema accessories for DV and HD/V cameras includes the industry-leading Redrock M2 Cinema Lens adapter, microFollowFocus, microMatteBox, and microPowerPod. Redrock Micro serves independent filmmakers, film educators and students, and budget-conscious moviemakers by delivering the quality and technology of high-end solutions at a fraction of the price. Redrock Micro has offices in Dallas, Texas, and Hollywood, California. Redrock Micro can be reached at [info@redrockmicro.com](mailto:info@redrockmicro.com) and <http://www.redrockmicro.com>