SONY

Powerful heritage, technical expertise, visionary thinking...

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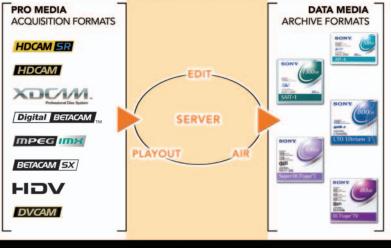
SONY

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PROFESSIONAL MEDIA

SONY RECORDING MEDIA PROTECTS AND PRESERVES FROM ACQUISITION TO ARCHIVE



MEDIA ASSET MANAGEMENT MODEL

For over fifty-five years, Sony has been the undisputed leader in magnetic and optical recording media, from acquisition to archive.

Sony is constantly developing media to meet the ever-changing needs of professionals in broadcast and production applications. Advanced products such as HDCAM, DVCAM, DigitalMaster, and the revolutionary XDCAM Professional Disc system offer videographers all the quality and flexibility they need to create stunning results. For a world increasingly driven by networks, Sony has also introduced MPEG IMX, the ultimate realization of AV-IT connectivity. In addition, Sony's family of more than 20 data media formats including AIT, DDS, DLT, DTF and LTO provide high storage capacity, speed, accuracy and durability for a wide variety of users in data storage and server back up applications.

SONY



1950 KA Series "Soni-tape" was the first recording tape in Japan. Eight years later, we named our company of the the our company after the tape: Sony.

1962 Marketed 2-inch Open Reel video tape for the world's first transistor video tape recorder, the Sony PV-100.

> **1965** Created V30E, the world's first 1/2-inch video tape for the first 1/2-inch video tape recorder tape recorder.

1971 • Launched electronic newsgathering with the U-matic[®] system: the world's first successful video cassette.

1975 K-30, the world's first home-use videocassette, for the world's first home VCR: the Betamax® SL-6300.

1977 🤞

Introduced 1-inch Type C recorders, the composite video workhorse.

1980 •

Invented the 3.5-inch Micro Floppy Disk. It was first used in Sony Office Automation products, later a universal standard.

1982 • Invented the Betacam®

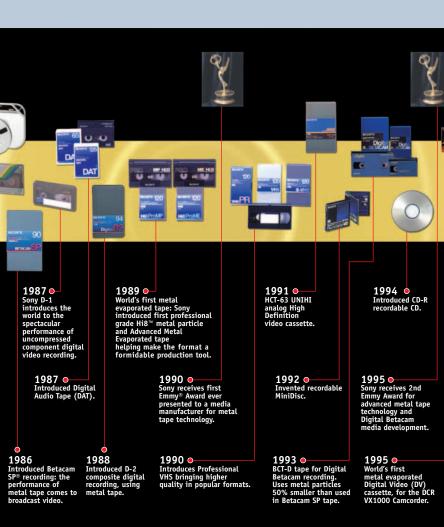
professional video cassette and camcorder. Betacam® equipment soon became the choice of broadcasters all over the world.

1983 O D-1/2, world's first Digital Audio Stationary Head (DASH) format tape, launched the multitrack digital era.

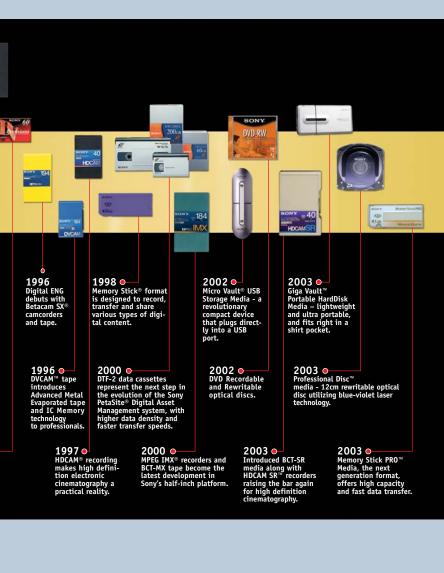
1985 🗕 HD-1 Series.

Sony introduces the first high definition open reel videotape:

1985 • World's first metal particle videocassette: 8mm, for the CCD-V8 camcorder. Sony Metal technology plays an integral part in making 8mm the world's most popular camcorder format.



Over 50 Years Mastering Media Solutions





The Program that rewards you for buying Sony Professional and Data Media!

When you purchase qualifying Sony Professional and Data Media from an authorized source, you'll earn 2.5% of your purchase price in valuable Rewarding Recording dollars that can be redeemed for:

- Reimbursement of purchases of Sony professional recorders, parts and service programs
- Reimbursement of Sony professional recorder rentals
- Sony consumer and professional electronics
- Retailer gift cards and more...

More than 20,000 members have already taken advantage of this great program. Visit <u>www.sony.com/RewardingRecording</u> for complete details, or to sign up and start earning your rewards!

Be sure to buy your media where it counts!

When you purchase your media from a **Sony Pro Media Authorized Dealer**, you'll reap the benefits of purchasing from a national network of over 100 dealerships with over 400 Sony-trained sales representatives, fully stocked with both Sony Professional and Data Media, and ready to ship throughout the U.S. Sony Authorized Dealers have a direct line to Sony for technical assistance. And, all

media purchases made through Sony Authorized Dealers count toward our Rewarding Recording Program. So visit <u>www.sony.com/promedia</u> to locate the Sony Authorized Pro Media dealer nearest you, and buy where it counts!



Need to recover recorded content?

Sony Media Services specializes in recovery of recorded content, with services including recovery of original programs from current and vintage and video formats, repair of most audio and video formats, conversion of recovered programming to most video and audio formats, and 8mm, Super 8 and 16mm film-to-tape transfer to



video. Our customers range from federal law enforcement agencies to broadcast news organizations to home video enthusiasts. To speak with a recovery expert, call 334-793-7655, ext. 3100, or visit <u>www.sonymediaservices.com</u>.

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VIDEO



PROFESSIONAL DISC



PFD-23

Recording capacity MPEG IMX

approx. 45 minutes at 50 Mbps approx. 55 minutes at 40 Mbps approx. 68 minutes at 30 Mbps DVCAM

approx. 85 minutes at 25 Mbps



- Flexible Platform
- Large-Capacity Optical Disc
- High Transfer Rate: 72 Mbps on a single head unit, 144 Mbps on a dual head deck
- Quick Random Direct Access
- Highly Reliable and durable for high performance under tough environmental conditions and extreme temperature. Durable and Re-usable Media
- Outstanding Picture Quality of MPEG IMX/DVCAM Format Recording
- Flexible Metadata Recording

The Professional Disc[™] is a single-sided, optical disc that uses state-of-the-art blue violet laser technology. Despite its small size, the disc provides an amazing storage capacity of 23.3 GB – a feat made possible using a 405 nm blue-violet laser and an object lens with a 0.85 numerical aperture (NA) and specially developed recording layer.

Professional Disc Line-up

| | | Sub-Carton | | Master | Carton |
|--------|---------------|------------|------------|----------|-------------|
| | Weight | Quantity | Weight | Quantity | Weight |
| Model | lb. (g) | (pcs) | lb. (g) | (pcs) | lb. (kg) |
| PFD-23 | 0.417 (189.2) | 5 | 2.17 (985) | 50 | 22.9 (10.4) |

HDCAM SR

BCT-SR Series

Small cassettes BCT-6SR BCT-33SR BCT-40SR Large cassettes BCT-64SRL BCT-94SRL BCT-124SRL Cleaning cassette BCT-HD12CL



- A new generation of Sony's high definition media
- Designed along with Sony HDCAM SR VTRs for maximum system performance
- Sony's most advanced metal tape technology
- Equipped with a TeleFile[™] label to enhance content management
- Ultrafine high-performance metal particles and new calendaring technology realize high output and C/N ratio
- Durability to withstand repeated playbacks and edits
- Specially designed locking album case with unique cassette protection features

Sony HDCAM SR[™] digital HD cassettes are designed to maximize recordings in HDCAM SR professional digital videotape recorders. Use of metal particles 50% smaller than in HDCAM and other manufacturing innovation allow these cassettes to capture recording wavelength to 0.29 µm and represent the highest performance metal particle tape in Sony's broadcast family.

| Model | Playing | Tape length | Weight** | Master | Carton |
|------------|-------------|-------------|------------|----------------|-----------------|
| | time (min)* | ft. (m) | lb. (g) | Quantity (pcs) | Weight lb. (kg) |
| BCT-6SR | 6 | 171 (52) | 0.58 (263) | 50 | 33.1 (15.0) |
| BCT-33SR | 33 | 797 (243) | 0.67 (305) | 50 | 37.9 (17.2) |
| BCT-40SR | 40 | 961 (293) | 0.69 (314) | 50 | 39.2 (17.8) |
| BCT-64SRL | 64 | 1,538 (469) | 1.49 (677) | 10 | 17.6 (8.0) |
| BCT-94SRL | 94 | 2,234 (681) | 1.60 (724) | 10 | 18.1 (8.2) |
| BCT-124SRI | _ 124 | 2,930 (893) | 1.69 (767) | 10 | 19.4 (8.8) |
| BCT-HD12C | L 12 | 256 (78) | 0.61 (275) | 40 | 27.1 (12.3) |

BCT-HD SR Series Line-up

* In 60i Mode. Record times vary based on recorder frame rate selection. Please visit the High Definition Media section of our website for more information on

HDCAM/HDCAM SR Record Times: www.sony.com/promedia

HDCAM

BCT-HD Series Small cassettes BCT-6HD BCT-12HD BCT-22HD BCT-22HD BCT-32HD BCT-32HD BCT-40HD Large cassettes BCT-34HDL BCT-64HDL BCT-94HDL BCT-124HDL Cleaning cassette BCT-HD12CL



The HDCAM® format was developed from Sony's groundbreaking Betacam technology, and retains the same ease of use. This powerful format meets the requirements of HDTV and has proven as a cost-effective alternative for motion picture production.

- Setting a new standard in high-density recording with ultra-fine magnetic particles 50% smaller than used in Digital Betacam yielding crisp HD images
- Developed for multi-generation operations
- Outstanding archive potential using specially developed Alumina-silica protective layer for the magnetic particles
- Distinctive HDCAM cassette design with bright orange antistatic lid

| | D I 1 | | | | 0.1 |
|------------|--------------|-------------|------------|----------------|------------------|
| Model | Playing | Tape length | Weight** | Maste | er Carton |
| | time (min)* | ft. (m) | lb. (g) | Quantity (pcs) | Weight Ibs. (kg) |
| BCT-6HD | 6 | 141 (43) | 0.57 (260) | 50 | 32.6 (14.8) |
| BCT-12HD | 12 | 256 (78) | 0.59 (270) | 50 | 33.7 (15.3) |
| BCT-22HD | 22 | 446 (136) | 0.61 (277) | 50 | 35.3 (16.0) |
| BCT-32HD | 32 | 640 (195) | 0.65 (295) | 50 | 37.5 (17.0) |
| BCT-40HD | 40 | 791 (241) | 0.68 (308) | 50 | 38.4 (17.4) |
| BCT-34HDL | 34 | 676 (206) | 1.38 (630) | 10 | 14.6 (6.6) |
| BCT-64HDL | 64 | 1,253 (382) | 1.49 (677) | 10 | 15.7 (7.1) |
| BCT-94HDL | 94 | 1,827 (557) | 1.67 (760) | 10 | 16.8 (7.6) |
| BCT-124HDL | _ 124 | 2,402 (732) | 1.71 (780) | 10 | 18.1 (8.2) |
| BCT-HD12C | L 12 | 256 (78) | 0.61 (275) | 40 | 27.1 (12.3) |
| | | | (.) | - | (- <i>i</i> |

BCT-HD Series Line-up

* In 60i Mode. Record times vary based on recorder frame rate selection. Please visit the High Definition Media section of our website for more information on

HDCAM/HDCAM SR Record Times: www.sony.com/promedia

MPEG IMX

BCT-MX Series

Small cassettes BCT-12MX BCT-22MX BCT-32MX BCT-60MX Large cassettes BCT-64MXL BCT-94MXL BCT-124MXL BCT-124MXL BCT-184MXL Cleaning cassette BCT-HD12CL



- High picture quality (video transfer rate: 50 Mbps)
- New calendering system for smoother surface
- Enhanced binder system improves particle adhesion by 30%
- Double recording time indication (525i/625i)

Using the EBU/SMPTE recommended "open" compression for broadcast infrastructures at data rates up to 50 Mbps, Sony introduced the MPEG IMX® production system. The BCT-MX Series cassettes are designed for reliability, durability and to support high-density recording.

BCT-MX Series Line-up

| Model | Playing | Tape length | Weight* | Maste | er Carton |
|------------|------------|-------------|------------|----------------|-----------------|
| | time (min) | ft. (m) | lb. (g) | Quantity (pcs) | Weight Ib. (kg) |
| BCT-12MX | 12 | 174 (53) | 0.49 (221) | 50 | 28.2 (12.8) |
| BCT-22MX | 22 | 302 (92) | 0.51 (231) | 50 | 29.5 (13.4) |
| BCT-32MX | 32 | 430 (131) | 0.54 (242) | 50 | 30.2 (13.7) |
| BCT-60MX | 60 | 784 (239) | 0.60 (270) | 50 | 33.5 (15.2) |
| BCT-64MXL | 64 | 853 (260) | 1.32 (601) | 10 | 14.6 (6.6) |
| BCT-94MXL | 94 | 1,234 (376) | 1.39 (632) | 10 | 15.0 (6.8) |
| BCT-124MXI | _ 124 | 1,617 (493) | 1.46 (663) | 10 | 15.4 (7.0) |
| BCT-184MXI | _ 184 | 2,379 (725) | 1.59 (725) | 10 | 17.2 (7.8) |
| BCT-HD12C | L 12 | 256 (78) | 0.61 (275) | 40 | 27.1 (12.3) |
| | | | . / | - | . , |

DVCAM

PDV-ME Series

(with memory IC) Mini cassettes PDVM-32ME PDVM-40ME Standard cassettes PDV-64ME PDV-124ME PDV-184ME

PDV-N Series

(without memory IC) Mini cassettes PDVM-12N PDVM-32N PDVM-40N Standard cassettes PDV-34N PDV-64N PDV-64N PDV-94N PDV-124N PDV-184N

Cleaning cassettes

PDVM-12CL PDV-12CL



Sony DVCAM[™] tape is the choice for professional 6mm recording. Featuring more DLC and a professional album case, Sony DVCAM tape is ideal for professional HDV, DVCAM, & Mini DV applications.

- Metal evaporation process for improved packing density and increased C/N ratio
- Diamond-Like Carbon protective layer for extra durability
- 16Kb memory IC on ME Series, for index addresses and shooting data
- Up to 184 minutes recording time

DIGITALMASTER

DigitalMaster Series

Mini Cassettes PHDVM63DM

Standard Cassettes PDV64DM PDV124DM PDV184DM SONY 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 276 184 27

Cleaning Cassettes PDVM-12CL PDV-12CL DigitalMaster™ is Sonv's highest quality 6mm videotape, engineered specifically for professional use. With a dual layer of active magnetic material and featuring Sonv's AME-II manufacturing process, DigitalMaster delivers superior performance that results in 90% fewer errors and 30% less dropouts versus DVCAM tape. To hear what other professionals have to sav about Sony DigitalMaster visit www.sony.com/DigitalMaster

DigitalMaster is the recommended tape for HDV recording.

Better Video Performance:

- +2.5dB greater carrier-to-noise (C/N) ratio vs. DVCAM tape
- +1.5dB greater output vs. DVCAM tape

Reduced Error Rate:

90% less errors vs. DVCAM tape

Less Dropouts:

30% less dropouts vs. DVCAM tape

Tighter Width Tolerance:

• 50% tighter width tolerance vs. Consumer DV tape

Better Durability:

 30% greater Diamond-Like Carbon (DLC) layer vs. Consumer DV tape

DigitalMaster Series Line-up

| Model | Playing | Tape length | Weight* | Maste | r Carton |
|-----------|------------|-------------|------------|----------------|-----------------|
| | time (min) | ft. (m) | lb. (g) | Quantity (pcs) | Weight lb. (kg) |
| PDVM-32M | 1EM 32 | 190 (58) | 0.14 (63) | 50 | 8.2 (3.7) |
| PDVM-40N | 1EM 40 | 233 (71) | 0.14 (64) | 50 | 8.2 (3.7) |
| PDV-64DM | 64 | 367 (112) | 0.25 (114) | 50 | 15.2 (6.9) |
| PDV-124DM | VI 124 | 702 (214) | 0.27 (121) | 50 | 16.1 (7.3) |
| PDV-184DM | VI 184 | 1,033 (315) | 0.28 (128) | 50 | 16.8 (7.6) |

PDV-N Series Line-up

| Model | Playing | Tape length | Weight* | Maste | r Carton |
|----------|------------|-------------|------------|----------------|-----------------|
| | time (min) | ft. (m) | lb. (g) | Quantity (pcs) | Weight Ib. (kg) |
| PDVM-12N | 12 | 79 (24) | 0.13 (61) | 50 | 7.9 (3.6) |
| PDVM-32N | 32 | 190 (58) | 0.14 (63) | 50 | 8.2 (3.7) |
| PDVM-40N | 40 | 233 (71) | 0.14 (64) | 50 | 8.2 (3.7) |
| PDV-34N | 34 | 200 (61) | 0.27 (124) | 50 | 15.0 (6.8) |
| PDV-64N | 64 | 367 (112) | 0.28 (128) | 50 | 15.2 (6.9) |
| PDV-94N | 94 | 535 (163) | 0.29 (132) | 50 | 15.6 (7.1) |
| PDV-124N | 124 | 702 (214) | 0.30 (135) | 50 | 16.1 (7.3) |
| PDV-184N | 184 | 1,033 (315) | 0.31 (142) | 50 | 16.8 (7.6) |

PDV-ME Series Line-up

| Model | Playing | Tape length | Weight* | Maste | er Carton |
|-----------|------------|-------------|------------|----------------|-----------------|
| | time (min) | ft. (m) | lb. (g) | Quantity (pcs) | Weight Ib. (kg) |
| PDVM-32ME | 32 | 190 (58) | 0.14 (63) | 50 | 8.2 (3.7) |
| PDVM-40ME | E 40 | 233 (71) | 0.14 (64) | 50 | 8.2 (3.7) |
| PDV-64ME | 64 | 367 (112) | 0.28 (128) | 50 | 15.2 (6.9) |
| PDV-124ME | 124 | 702 (214) | 0.30 (135) | 50 | 16.1 (7.3) |
| PDV-184ME | 184 | 1,033 (315) | 0.31 (142) | 50 | 16.8 (7.6) |

Cleaning cassettes

| Playing | Tape length | Weight* | Master Carton | |
|-----------|----------------|--------------------------------|-------------------------------------------------|-------------------------------------------------------------------|
| ime (min) | ft. (m) | lb. (g) | Quantity (pcs) | Weight lb. (kg) |
| 12 | 79 (24) | 0.15 (66) | 50 | 8.3 (3.8) |
| 12 | 79 (24) | 0.29 (130) | 50 | 15.4 (7.0) |
| | me (min) 12 | me (min) ft. (m) 12 79 (24) | me (min) ft. (m) lb. (g) 12 79 (24) 0.15 (66) | me (min) ft. (m) lb. (g) Quantity (pcs) 12 79 (24) 0.15 (66) 50 |

DIGITAL BETACAM

BCT-D Series Small cassettes BCT-D6 BCT-D12 BCT-D22 BCT-D32 BCT-D40 Large cassettes BCT-D34L BCT-D34L BCT-D64L BCT-D94L BCT-D124L Cleaning cassette BCT-HD12CL



Since its launch in 1994, Sony's Digital Betacam[®] format has become the standard in mainstream high-end digital acquisition and postproduction.

The superb multi-generation recording characteristics of Sony Digital Betacam tape and recorders have led to the format becoming the de-facto global mastering format in standard definition digital production.

- Ultra-fine magnetic particles for high output
- Specially developed lubricant increases head contact and reduces headwear
- Designed for long-term playback reliability
- Low-shrinkage for archival stability

| Model | Playing | Tape length | Weight* | | er Carton |
|-----------|------------|-------------|------------|----------------|------------------|
| | time (min) | ft. (m) | lb. (g) | Quantity (pcs) | Weight lb. (kg.) |
| BCT-D6 | 6 | 141 (43) | 0.57 (260) | 50 | 32.4 (14.7) |
| BCT-D12 | 12 | 256 (78) | 0.59 (270) | 50 | 33.3 (15.1) |
| BCT-D22 | 22 | 446 (136) | 0.61 (277) | 50 | 35.1 (15.9) |
| BCT-D32 | 32 | 640 (195) | 0.65 (295) | 50 | 37.5 (17.0) |
| BCT-D40 | 40 | 791 (241) | 0.68 (308) | 50 | 38.8 (17.6) |
| BCT-D34L | 34 | 676 (206) | 1.38 (630) | 10 | 15.2 (6.9) |
| BCT-D64L | 64 | 1,253 (382) | 1.49 (677) | 10 | 16.3 (7.4) |
| BCT-D94L | 94 | 1,827 (557) | 1.60 (728) | 10 | 17.4 (7.9) |
| BCT-D124L | 124 | 2,402 (732) | 1.71 (780) | 10 | 18.3 (8.3) |
| BCT-D12CL | 12 | 305 (93) | 0.60 (270) | 40 | 29.3 (13.3) |

BCT-D Series Line-up

BETACAM SX

BCT-SXA Series

Small cassettes BCT-6SXA BCT-12SXA BCT-22SXA BCT-32SXA BCT-62SXA Large cassettes BCT-64SXLA BCT-94SXLA BCT-124SXLA BCT-184SXLA BCT-194SXLA Cleaning cassette BCT-5CLN



- Strengthened base film for more robust tape
- Thinner tape allows increased recording time
- Refined high-density particle packing and advanced calendering systems optimizes tape surface
- Ultra fine magnetic particles for high output
- High durability and long head life, even under punishing conditions

Betacam SX® is the accepted digital replacement format for Betacam SP, offering 8-bit 4:2:2 digital guality with substantially lower cost than the analog Betacam SP. Betacam SX equipment has been designed with a number of applications in mind. particularly news and sport production. The vellow tape cassette is easily recognizable. Using Sony Betacam SX format tape ensures users gain the most from this sophisticated digital production system.

| Model | Playing | Tape length | Weight* | Maste | er Carton |
|-------------|------------|-------------|------------|----------------|-----------------|
| | time (min) | ft. (m) | lb. (g) | Quantity (pcs) | Weight Ib. (kg) |
| BCT-6SXA | 6 | 102 (31) | 0.47 (215) | 50 | 27.8 (12.6) |
| BCT-12SXA | 12 | 171 (52) | 0.48 (220) | 50 | 28.2 (12.8) |
| BCT-22SXA | 22 | 289 (88) | 0.50 (230) | 50 | 29.3 (13.3) |
| BCT-32SXA | 32 | 407 (124) | 0.53 (240) | 50 | 30.4 (13.8) |
| BCT-62SXA | 62 | 758 (231) | 0.59 (268) | 50 | 31.5 (14.3) |
| BCT-64SXLA | 64 | 791 (241) | 1.31 (597) | 10 | 14.6 (6.6) |
| BCT-94SXLA | 94 | 1,145 (349) | 1.37 (626) | 10 | 15.0 (6.8) |
| BCT-124SXLA | A 124 | 1,496 (456) | 1.43 (654) | 10 | 15.7 (7.1) |
| BCT-184SXLA | A 184 | 2,201 (671) | 1.56 (711) | 10 | 16.8 (7.6) |
| BCT-194SXLA | A 194 | 2,319 (707) | 1.58 (720) | 10 | 17.0 (7.7) |
| BCT-5CLN | 5 | 125 (38) | 0.51 (231) | 50 | 26.7 (12.1) |

BCT-SXA Series Line-up

BETACAM SP

BCT-MA Series

Small cassettes BCT-5MA BCT-10MA BCT-20MA BCT-30MA Large cassettes BCT-5MLA BCT-30MLA BCT-10MLA BCT-60MLA BCT-20MLA BCT-90MLA Cleaning cassette BCT-5CLN



- Continually developed metal particle tape technology
- Strengthened binder achieves 50% increase in cross-linking density
- Dropout prevention and archival stability using alumina-silica metal particle coating
- Extended head life with specially developed lubricants
- Controlled surface roughness increases S/N ratio

For over 15 years, Betacam SP® has been the global mainstream broadcast analog standard. In the analog domain, no other format can match the success of Betacam SP in adding value to customer operations. Sony's Emmy Award-winning metal videotape technology takes Betacam SP performance to new heights.

| 20110100 | | | | | |
|-----------|------------|-------------|------------|----------------|------------------|
| Model | Playing | Tape length | Weight* | Master Carton | |
| | time (min) | ft. (m) | lb. (g) | Quantity (pcs) | Weight Ibs. (kg) |
| BCT-5MA | 6 | 138 (42) | 0.51 (231) | 50 | 32.2 (14.6) |
| BCT-10MA | 12 | 256 (78) | 0.53 (241) | 50 | 33.3 (15.1) |
| BCT-20MA | 24 | 492 (150) | 0.56 (256) | 50 | 34.8 (15.8) |
| BCT-30MA | 36 | 728 (222) | 0.61 (276) | 50 | 37.0 (16.8) |
| BCT-5MLA | 9 | 190 (58) | 1.38 (625) | 10 | 14.5 (6.8) |
| BCT-10MLA | 15 | 305 (93) | 1.39 (630) | 10 | 14.5 (6.8) |
| BCT-20MLA | 29 | 564 (172) | 1.43 (650) | 10 | 15.4 (7.0) |
| BCT-30MLA | 39 | 797 (243) | 1.46 (660) | 10 | 15.7 (7.1) |
| BCT-60MLA | 75 | 1,499 (457) | 1.61 (730) | 10 | 17.2 (7.8) |
| BCT-90MLA | 110 | 2,198 (670) | 1.74 (790) | 10 | 18.5 (8.4) |
| BCT-5CLN | 5 | 125 (38) | 0.51 (231) | 50 | 26.7 (12.1) |

BCT-MA Series Line-up

BETACAM

BCT-G Series Small cassettes BCT-5G BCT-10G BCT-20G BCT-20G BCT-30G Large cassettes BCT-60GL BCT-90GL Cleaning cassette BCT-5CLN



- VIVAX metal particles result in reduced modulation noise and super picture & sound quality
- Carbonmirror backcoating reduces dropout and electrostatic discharge noise
- Crosslinked binder achieves high packing density for high output and durability
- Precision calendering for smooth surface

Designed specifically for Betacam[®] and Betacart[®] equipment, the BCT-G Series Betacam Oxide tapes are the broadcast standard video cassettes from Sony. Featuring VIVAX particles, these tapes deliver high output performance with reduced modulation noise.

BCT-G Series Line-up

| Model | Playing | Tape length | Weight* | Master Carton | |
|----------|------------|-------------|------------|----------------|-----------------|
| | time (min) | ft. (m) | lb. (g) | Quantity (pcs) | Weight Ib. (kg) |
| BCT-5G | 6 | 138 (42) | 0.51 (231) | 50 | 32.2 (14.6) |
| BCT-10G | 11 | 256 (78) | 0.53 (241) | 50 | 33.3 (15.1) |
| BCT-20G | 21 | 492 (150) | 0.56 (256) | 50 | 34.8 (15.8) |
| BCT-30G | 31 | 728 (222) | 0.60 (276) | 50 | 37.0 (16.8) |
| BCT-60GL | 64 | 1,499 (457) | 1.60 (730) | 10 | 17.2 (7.8) |
| BCT-90GL | 94 | 2,198 (670) | 1.73 (790) | 10 | 18.5 (8.4) |
| BCT-5CLN | 5 | 125 (38) | 0.51 (231) | 50 | 26.7 (12.1) |
| | | | | | |

PROFESSIONAL HI-8 / 8mm

Pro Hi-8mm HMEX Series E6-120HMEX/S

Pro Hi-8mm HMPX Series P6 30HMPX/S P6 60HMPX/S P6 120HMPX/S

P6 120HMPX/N5

8mm Duplication

P6 30PHB/X P6 60PHB/X P6 90PHB/X P6 105PHB/X P6 120PHB/X P6 135PHB/X P6 150PHB/X

Cleaning cassette V8-25CLD

HMEX: Metal Evaporated Tape HMPX: Metal Particle Tape

- Use HMEX metal evaporated tape for high performance in acquisition
- Use HPMX metal particle tape for durability under punishing conditions of editing and slow/still mode play
- Professional reliability with low dropouts
- Tough Binder for editing



Before the introduction of DV, Hi-8™ represented the most efficient, compact video format. Today, this format's features still appeal to many professional users.

In professional applications, the robustness and reliability of the recording media is critical.

HMEX - Advanced metal evaporated tape is designed for original acquisition. With its superior surface smoothness, it delivers a high output, low noise Hi-8 picture.

HPMX - Metal particle tape with a special binder system is designed to meet the durability requirements in editing where repeated still frame and slow media playback are common.

| Playing | Таре | Weight* | Master | Carton |
|---------|---------------------------|--------------------------------------------------------|----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| time | length | lb. (g) | Quantity | Weight* |
| (min) | ft. (m) | | (pcs) | lb. (kg) |
| 30 | 92 (28) | 0.17 (77) | 50 | 9.7 (4.4) |
| 60 | 177 (54) | 0.18 (80) | 50 | 10.0 (4.5) |
| 90 | 348 (106) | 0.19 (88) | 50 | 10.6 (4.8) |
| | time (min) 30 60 | time length (min) ft. (m) 30 92 (28) 60 177 (54) | time (min) length ft. (m) lb. (g) 30 92 (28) 0.17 (77) 60 177 (54) 0.18 (80) | time length lb. (g) Quantity (min) ft. (m) (pcs) 30 92 (28) 0.17 (77) 50 60 177 (54) 0.18 (80) 50 |



PROFESSIONAL DAT

DAT Series PDP-15C PDP-35C PDP-50C PDP-65C PDP-95C PDP-125C Cleaning cassette DT-10CLD

DAT: Digital Audio Tape

- Magnetic particles for highdensity recording
- Advanced binder system and higher packing density for better durability
- Low error rate even after 1000 cycles shuttle tests
- Cassette shell shuts out dust and foreign particles



DAT has become an industry standard and proved itself to be an extremely efficient and cost-effective medium in production environments. In the recording studio, broadcast radio station or in the field, its compact characteristics make it highly portable. Sony's PDP Series offers numerous models in a polypropylene case which protects the cassette and its high-quality recorded content.

DAT Series Line-up

| Model | Playing | Tape length | Weight* | Maste | r Carton |
|----------|------------|-------------|-------------|----------------|-----------------|
| | time (min) | ft. (m) | lb. (g) | Quantity (pcs) | Weight lb. (kg) |
| PDP-15C | 15 | 26 (8) | 0.09 (41.7) | 100 | 10.3 (4.7) |
| PDP-35C | 35 | 59 (18) | 0.09 (42.5) | 100 | 10.5 (4.8) |
| PDP-50C | 50 | 85 (26) | 0.10 (43.1) | 100 | 10.5 (4.8) |
| PDP-65C | 65 | 108 (33) | 0.10 (43.7) | 100 | 10.8 (4.9) |
| PDP-95C | 95 | 157 (48) | 0.10 (44.7) | 100 | 11.0 (5.0) |
| PDP-125C | 125 | 203 (62) | 0.10 (46.1) | 100 | 11.2 (5.1) |

DTRS

DARS Series DARS-30MP DARS-60MP DARS-113MP Cleaning cassette V8-25CLD



DTRS: Digital Tape Recording System

- DARS-MP metal tape technology
- Ultra fine magnetic particles
- Sturdy case and convenient label system
- Suitable for Sony PCM-800 and Tascam DA-Series DTRS format equipment

Multi-channel audio recording systems demand media of the highest standard. With its specialist knowledge, Sony has led the professional audio industry in digital multi-channel audio. For DTRS 8-Channel Digital Audio Recording, Sony offers metal DTRS tapes which complement the Sony PCM-800 and Tascam DA-Series recording equipment.

DARS Series Line-up

| Model | Playing | Таре | Weight* | Master Ca | arton |
|------------|------------|----------------|------------|----------------|-----------------|
| | time (min) | length ft. (m) | lb. (g) | Quantity (pcs) | Weight lb. (kg) |
| DARS-30MP | 30 | 103 (31.5) | 0.20 (92) | 50 | 10.1 (4.6) |
| DARS-60MP | 60 | 197 (60.5) | 0.21 (96) | 50 | 10.6 (4.8) |
| DARS-113MP | 113 | 365 (111.5) | 0.23 (104) | 50 | 11.5 (5.2) |



LTO



LTO Series LTO1 (LTX100GWW) LTO2 (LTX200GWW) LTO3 (LTX400GWW) Cleaning Tape LTXCLWW LTO



LTO: Linear Tape Open

- Massive Storage capacity of up to 800 GB (400 GB native)** (LTO3)
- Impressive data transfer rate of up to 160 MB/s (80 MB/s native)** (LTO2)
- High-speed access with LTO Cartridge Memory (LTO-CM)
- High reliability and durability with an ultra-thin coating technology
- Ongoing accelerated testing program to help assure long term archival stability

LTO Linear Tape Open technology uses single reel, 1/2 inch MP (Metal Particle) tape with optimized track layouts to achieve an impressive capacity of up to 400 GB native (800 GB compressed*). LTO is ideally suited for back up, restore and archive applications. LTO Tapes can be prelabelled upon demand.

| | - | | | | |
|----------------|-------------|-------------|-------------|--|--|
| Cartridge | | Drive | | | |
| | LTO Ultrium | LTO Ultrium | LTO Ultrium | | |
| | 1 | 2 | 3 | | |
| LTO1 Cartridge | Read/Write | Read/Write | Read | | |
| LTO2 Cartridge | NC | Read/Write | Read/Write | | |
| LTO3 Cartridge | NC | NC | Read/Write | | |
| | | | | | |

Drive/Media Compatibility

NC = Not Compatible

LTO Series Line-up

| Model | Recording Capacity | Tape length | Weight** | Master | Carton |
|-----------|-----------------------|-------------|-----------|----------------|-----------------|
| (| native / compressed*) | ft. (m) | lb. (g) | Quantity (pcs) | Weight lb. (kg) |
| LTX100GWW | 100 GB / 200 GB | 1,998 (609) | 0.66 (275 |) 20 | 13.18 (5.98) |
| LTX200GWW | 200 GB / 400 GB | 1,998 (609) | 0.59 (275 |) 20 | 12.87 (5.84) |
| LTX400GWW | 400 GB / 800 GB | 2,231 (680) | 0.59 (275 |) 20 | 12.87 (5.84) |

*2:1 compression factor **with case

DLT





DLT: Digital Linear Tape

- Ideal for rapid back up of network servers, workstation data and multimedia applications such as DVD mastering
- Offers storage capacity of up to 40 GB native (80 GB compressed)**
- High speed data transfer rate of up to 6 MB/s native (12 MB/s compressed) and super quick file access
- Excellent reliability, even after 1,000,000 passes

A powerful storage solution for data-intensive back up and multimedia applications. Digital Linear Tape (DLT) uses half-inch MP (Metal Particle) to provide high capacity, speed and reliability. DLT IV Tapes can be bar-code labelled upon request.

| Media | | | Drive | | |
|----------------|-----------------|-----------|-----------------|-----------------|-----------------|
| | DLT2000 | DLT2000XT | DLT4000 | DLT7000 | DLT8000 |
| DLT Tape IV | NC | NC | Read/Write | Read/Write | Read/Write |
| (Compressed *) | | | 20 GB (40 GB *) | 35 GB (70 GB *) | 40 GB (80 GB *) |
| | | | | | |
| Media | | | Drive | | |
| | DLT VS80 (DLT1) | DLT VS160 | SDLT220 | SDLT320 | SDLT600 |
| DLT Tape IV | Read/Write | Read | Read | Read | NC |
| (Compressed *) | 40 GB (80 GB *) | | | | |

Drive/Media Compatibility

NC = Not Compatible

DLT Series Line-up

*1 Compression ratio 2:1

| Model | Recording Capacity | Tape length | Weight*** | Maste | r Carton |
|---------|-----------------------|-------------|------------|----------------|-----------------|
| | (native / compressed) | * ft. (m) | lb. (g) | Quantity (pcs) | Weight lb. (kg) |
| DL4TK88 | 40 GB / 80 GB** | 1.827 (557) | 0 64 (292) | 20 | 15.56 (7.058) |
| | with DLT-8000 | 1,027 (007) | 0.01 (202) | 20 | 10.00 (1.000) |

DLT Tape is a registred Trademark of Quantum Corporation *2:1 compression factor ** Values are drive dependent *** with case

DLT VS1



- Offers storage capacity of up to 80 GB native (160 GB compressed)**
- High speed data transfer rate of up to 8 MB/s native (16 MB/s compressed) and super quick file access
- Excellent reliability, even after 1,000,000 passes

Sony partnered with Quantum, the linear tape drive market leader, to develop dedicated media for DLT VS160 drives. Every aspect of these advanced data cartridges reflect Sony's half-century of magnetic media experience and mastery.

Drive/Media Compatibility

| Media | | | Drive | | |
|----------------|-----------------|-----------------|---------|---------|----------------|
| | DLT VS80 (DLT1) | DLT VS160 | SDLT220 | SDLT320 | SDLT600 |
| DLT VSI | NC | Read/Write | NC | NC | Read |
| (Compressed *) | 8 | 0 GB (160 GB *) | | | |
| *1 Compression | ratio 2:1 | | | NC = | Not Compatible |

DLT Series Line-up

| Model | Recording Capacity | Tape length | Weight*** | Maste | r Carton |
|-----------------|-----------------------|-------------|------------|----------------|-----------------|
| | (native / compressed) | * ft. (m) | lb. (g) | Quantity (pcs) | Weight lb. (kg) |
| DLTVSI 1 | 160 40 GB / 80 GB** | 1,827 (557) | 0 64 (292) | 20 | 15.56 (7.058) |
| | with DLT-8000 | 1,027 (007) | 0.01 (202) | 20 | 10.00 (1.000) |

DLT Tape is a registred Trademark of Quantum Corporation

*2:1 compression factor ** Values are drive dependent *** with case

SUPER DLT





- High storage capacity of 160 GB native (320 GB compressed)**
- Impressive high speed data transfer rate of 16 MB/s native (32 MB/s compressed)**
- Superior performance with new tape leader mechanism
- Excellent reliability even after 1,000,000 head passes

With the increasing demands on data back up and archiving, Super DLTtapes I[™] offer a high storage capacity in halfinch cartridge media (160 GB native, 320 GB compressed) with solid reliability and high level of performance. SuperDLT Tapes can be bar-code labelled upon request.

Drive/Media Compatibility

| Media | | | Drive | | |
|---------------|----------------------------------------------|-----------|------------|------------|----------------|
| | DLT VS80 (DLT1) | DLT VS160 | SDLT220 | SDLT320 | SDLT600 |
| Super DLT1 | NC | NC | Read/Write | Read/Write | Read |
| (Compressed | Compressed*) 110 GB (220 GB)160 GB (320 GB) | | | | |
| *1 Compressio | *1 Compression ratio 2:1 NC = Not Compatible | | | | lot Compatible |

DLT Series Line-up

| Model | Recording Capacity (native / compressed)* | Tape length ft. (m) | Weight*** lb. (g) | Master Carton Quantity (pcs) Weight Ib. (kg) |
|----------|----------------------------------------------|------------------------|----------------------|-------------------------------------------------|
| SDLT1320 | 160 GB / 320 GB** | 1834 (559) | 0.61 (275) | 20 17.4 (7.9) |
| | with SDLT 320 Drive | | | |

DLT Tape is a registred Trademark of Quantum Corporation *2:1 compression factor ** Values are drive dependent *** with case

AIT

AIT Series AIT1 SDX1-25C (65 GB)* SDX1-35C (91 GB)* AIT2 SDX2-50C (130 GB)* SDX2-50W (130 GB)* WORM** AIT3 SDX3-100C (260 GB)* SDX3-100W (260 GB)* WORM** AIT4 SDX4-200C (520 GB)* SDX4-200W (520 GB)* WORM** Cleaning Tape SDX1-CL

SDX4-CL (for AIT4)

Tremendous capacity, tiny form factor, great reliability. Sony's drive technology and AME tape technology come together in the AIT format to deliver a remarkable combination of high reliability and high recording density. From 25 GB native to 520 GB compressed AIT offers the perfect migration path from virtually any tape format to a high performance technology with a commited future roadmap. AIT Tapes can be pre-labelled upon request.

AIT: Advanced Intelligent Tape™

- Tremendous storage capacity up to 520 GB compressed * (AIT4 format)
- Quick access provided by AIT's unique Memory-In-Cassette (MIC) incorporated into the cartridge
- Clear future roadmap already committed up to AIT-6 with a 800 GB native capacity
- Compact Design 3.5" form factor maximizing the capacity to space-utilised ratio
- WORM formats (Write-Once Read-Many) allowing data to be written and added but not overwritten or erased: protects valuable data against accidental erasure, prevents alteration of archived data files
- * Assuming 2.6:1 compression ratio
- ** Write Once Read Many

AIT / AIT TURBO

AIT Turbo Series

AIT-E Turbo TAITE20NWW (52 GB)*

AIT-1 Turbo TAIT140NWW (104 GB)* TAIT140CWW (104 GB)

AIT-2 Turbo TAIT280NWW (208 GB)* TAIT280CWW (208 GB)







* Assuming 2.6:1 compression ratio

- Launched in the second half of 2004, AIT Turbo family is already available in three generations.
- AIT-1 and 2 Turbo have both MIC (C model) and no-MIC (N model) options with a native transfer rate of up to 12 MB/sec.
- AIT-1 Turbo drive can read and write AIT-E and 1 Turbo, and standard AIT-1 media.
- AIT-2 Turbo drive can read and write AIT-E, 1, 2 Turbo media as well as standard AIT-1 and 2 media.

New AIT Family

Sony is pleased to offer a new AIT family - AIT Turbo, enhancing both capacity and speed of earlier AIT generations delivering the same highly reliable and industry leading 8mm AIT format and technology. AIT Turbo offers capacities from 20GB to 80GB native and 52GB to 208GB compressed* for cost effective performance. AIT Turbo reflects technical excellence, which Sony has proven with its reliability since AIT was introduced as a high and midrange solution in 1996. AIT Turbo offers new performance and capacity options to supercharged backup.



| Media | | | | | | | |
|----------------|----------------|------------------|-------------------|------------------|-------------------|--------------------|---------------|
| Drive | AIT-E Turbo | AIT-1 | AIT-1 Turbo | AIT-2 | AIT-2 Turbo | AIT-3 | AIT-4 |
| | TAITE- 20N | SDX1- 25C/35C | TAIT1- 40N/40C | SDX2- 50C/50W | TAIT2- 80N/80C | SDX3- 100C/100W | SDX4- 200C |
| AIT-E Turbo | Read/Write | NC | NC | NC | NC | NC | NC |
| AIT-1 | NC | Read/Write | NC | NC | NC | NC | NC |
| AIT-1 Turbo | Read/Write | Read/Write | Read/Write | NC | NC | NC | NC |
| AIT-2 | NC | Read/Write | NC | Read/Write | NC | NC | NC |
| AIT-2 Turbo | Read/Write | Read/Write | Read/Write | Read/Write | Read/Write | NC | NC |
| AIT-3 | NC | Read/Write | NC | Read/Write | NC | Read/Write | NC |
| AIT-4 | NC | NC | NC | NC | NC | NC | Read/Write |

Drive/Media Compatibility

NC: Not Compatible

AIT Series Line-up

| Model | Recording Capacity | Tape Length | n Weight** | Master C | Carton |
|-----------|------------------------|-------------|------------|--------------|-----------------|
| | (native / compressed)* | ft. (m) | lb. (g) Qu | antity (pcs) | Weight Ib. (kg) |
| SDX1-25C | 25 GB / 65 GB | 558 (170) | 0.17 (79) | 50 | 10.9 (4.95) |
| SDX1-35C | 35 GB / 91 GB | 755 (230) | 0.17 (79) | 50 | 9.7 (4.42) |
| SDX2-50C | 50 GB / 130 GB | 755 (230) | 0.17 (79) | 50 | 10.8 (4.92) |
| SDX2-50W | 50 GB / 130 GB | 755 (230) | 0.17 (79) | 50 | 9.7 (4.42) |
| SDX3-100C | 100 GB / 260 GB | 755 (230) | 0.17 (79) | 50 | 10.4 (4.74) |
| SDX3-100W | 100 GB / 260 GB | 755 (230) | 0.17 (79) | 50 | 10.4 (4.74) |
| SDX4-200C | 200 GB / 520 GB | 807 (246) | 0.17 (79) | 50 | 10.4 (4.75) |
| SDX4-200 | 200 GB / 520 GB | 807 (246) | 0.17 (79) | 50 | 10.4 (4.75) |

*Assuming 2.6:1 compression ** with case

S-AIT

5

S-AIT Series SAIT1-500 SAIT1-500 WORM* Cleaning Tape SAIT1-CL



S-AIT: Super Advanced Intelligent Tape

- Extraordinary storage capacity of up to 500 GB native (1.3 TB compressed)
- Clear four migration path up to 4 TB native capacity
- High-density recording and reliability with AME (Advanced Metal Evaporated) tape
- Innovative cartridge mechanism improving loading / unloading of tape
- Fast 30 MB/sec native transfer rate with Helical Scanning System.
- Write-Once Read-Many (WORM) format available. This protects valuable data against accidental erasure and prevents alteration of archived data files.

S-AIT is ideal for automation solutions requiring extraordinary capacities and high performance. Its single reel cartridge design permits easy integration into existing half inch automation products. Huge capacity and performance in a small formfactor position S-AIT as a new tape roadmap to complement the growth of hard disk drive capacities. S-AIT Tapes can be prelabelled upon request.

* Write Once Read Many

S-AIT Series Line-up

| Model | Recording Capacity | Tape Length | Weight** | Weight** Master Carton | |
|-----------|------------------------|-------------|------------|------------------------|-----------------|
| | (native / compressed)* | ft. (m) | lb. (g) | Quantity (pcs) | Weight Ib. (kg) |
| SAIT1-500 | 500 GB / 1.3 TB | 1,968 (600) | 0.57 (260) | 20 | 15.8 (7.2) |

*2.6:1 compression factor ** with case

DTF



DTF Series DTF1 GW-240S GW-730L

DTF2

GW2-60GS GW2-200GL Cleaning Tape GW2-340LCL



DTF: Digital Tape Format

- Native capacity of up to 200 GB, compressed capacity of up to 518 GB using ALDC (Adaptive Lossless Data Compression)
- Ultra-high transfer rate of 24MB/s using Sony GY-8240 drive
- DTF digital data cartridge meets the ISO/IEC 15731 standard format
- High durability thanks to HDA (High Density Alloy) magnetic particles combined with a fine and uniform protective layer. A highperformance lubricant protects the tape's surface, controlling friction and maintaining optimum head-to-head contact.

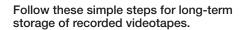
Sony's DTF (Digital Tape Format) combines 1/2 Inch technology with metal particle tape for an exceptional archival solution. From 12 GB to 200 GB native, DTF tapes have been developped for a wide variety of back up and archiving applications.

DTF Series Line-up

| Model | Recording Capacity | Tape Length | Weight** | Master | Carton |
|-----------|------------------------|-------------|------------|----------------|-----------------|
| | (native / compressed)* | ft. (m) | lb. (g) | Quantity (pcs) | Weight Ib. (kg) |
| GW-240S | 12 GB | 791 (241) | 0.67 (308) | 50 | 38.1 (17.3) |
| GW-730L | 42 GB | 2,402 (732) | 1.72 (780) | 10 | 18.3 (8.3) |
| GW2-60GS | 60 GB | 951 (290) | 0.67 (308) | 50 | 38.1 (17.3) |
| GW2-200GL | 200 GB | 2,920 (890) | 1.67 (753) | 10 | 17.6 (8.0) |

* Values are drive dependant ** with case

STORAGE RECOMMENDATIONS





Store tapes in their hard cases.



Store tapes vertically in their cases.



Do not touch the tape.



Store at recommended temperature and humidity (59-77°F, 40-60% relative humidity).



Take care of your VCR as directed in the service manual.



For best performance, use Sony cleaning tapes periodically.



Store tapes in a clean area free of cigarette smoke, food and drink.



Keep tape away from magnetic fields.



Keep tape evenly wound.



Affix labels carefully.



Rewind or forward tape periodically. Reverse the winding every one to three years.



Do not store tapes in areas exposed to direct sunlight.

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CENTRAL SALES OFFICE 1200 N. Arlington Heights Road Itasca, IL 60143 630-773-6121

WESTERN SALES OFFICE 16765 West Bernardo Drive San Diego, CA 92127 714-612-9431

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For product information and a list of authorized dealers, visit: www.sony.com/promedia

To sign up for our customer loyalty program, visit: www.sony.com/rewardingrecording

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