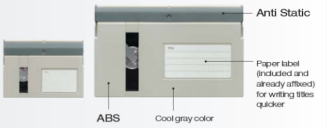
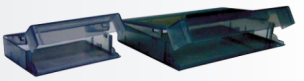
High-Precision Cassette with Anti-Static Lid

The precision engineered cassette shell is molded of ABS Resin, which prevents warpage and provides tough impact resistance and durability.
The anti-static cassette lid treatment repels dust, debris, and contaminants, minimizing dropouts. The sliding lock mechanism prevents against accidental erasure of recordings.



2-Way Opening Soft Case

A soft material that won't break if dropped is used for the cassette case. The 2-way lid construction lets you easily extract the tape with one hand, even while shooting.



HDV/DV/Professional Mode Mini & Standard — AMQ Series —

DV-Mini Mini DV
Mini HDV/DV/Professional Mode

AY-DVM33AMQ
(UPC-A: 0-37988-01430-9)

AY-DVM48AMQ
(UPC-A: 0-37988-01431-6)

AY-DVM63AMQ
(UPC-A: 0-37988-01432-3)

DV-Standard DV
Standard HDV/DV/Professional Mode

AY-DV96AMQ
(UPC-A: 0-37988-01433-0)

AY-DV124AMQ
(UPC-A: 0-37988-01434-7)

AY-DV186AMQ
(UPC-A: 0-37988-01435-4)

AY-DV276AMQ
(UPC-A: 0-37988-01436-1)

AMQ can be used for the format in addition to mini DV or DV Standard with 6.35 mm tape width. However, recording time of each mode is as follows.

For example (for AY-DVM63AMQ)

Recording Mode	Track Width	Recording Time
Professional mode	15μm	42min.
HDV 1080i	10μm	63min.
HDV 720p / DV (SP)	10μm	63min.
HDV 720p / DV (LP)	6.67μm	94min.

* HDV and HDV logo are trademarks of Sony Corporation and Victor Company of Japan, Limited (JVC).

Specifications

MAGNETIC CHARACTERISTICS	
Coercivity	120KA/M
Residual Magnetic Flux Density	500mT
Squareness	0.8

RECORDING CHARACTERISTICS	
Optimum Recording Current	0dB*
DATA SIGNAL	
Output Level (21MHz)	more than 0dB*
Frequency Response (21/10.5MHz)	within ±2dB*
Overwrite (10.5/21MHz)	less than 2dB*
C/N (21MHz)	more than -1dB*
(10.5MHz)	more than -1dB*
TRACKING SIGNAL	
Output Level (0.47MHz)	0dB*
Overwrite (0.47/21MHz)	less than -1dB*
IMPULSE RESPONSE (1/90Tb)	within ±5

* As compared to DV Cassette reference tapes.

Panasonic ideas for life

Design and specifications are subject to change without notice.
Printed in Japan 200705AMQ

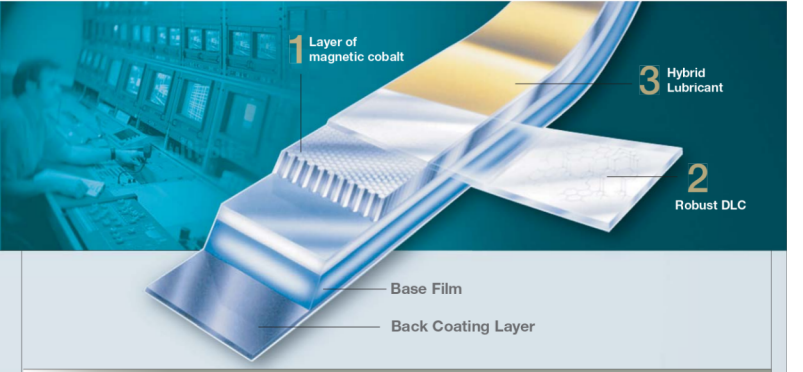
Panasonic
ideas for life

Advanced **M**aster **Q**uality Tape
— Engineered for Premium-Quality HDV, DV, and Professional Mode Recording.

Panasonic, the leader in DV and Metal Evaporative Tape Technology, presents AMQ: ADVANCED MASTER QUALITY...

the latest development in 6.35 mm tape, compatible for HDV, DV, and Professional Mode 15μm professional master quality recording.

AMQ's durable, reliable, high-output, high-density performance, meets and exceeds professional master quality recording demands. Superb image and sound quality, for use in a wide range of applications, from news gathering, to sports, documentaries, and TV program production.



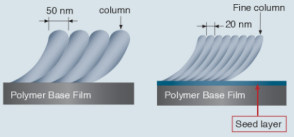
1 Ideal for HD Recording

High-Output, High-Density Evaporative Tape

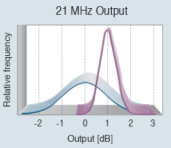
Positioning a seed layer on the surface of the base film made it possible to dramatically raise recording density by minimizing cobalt magnetic column length — from 50 nm to 20 nm. As a result, the output level rose a full 1 dB higher than that of conventional DV tape. Higher output and less dropout also synergistically reduced the error rate. Ideal for HD image recording, this tape achieves the high level of image quality that professionals require.

AMQ
Conventional DVC

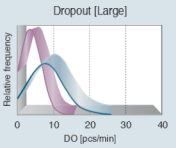
■ Structure Model



■ High Output Level



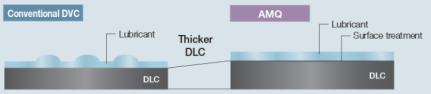
■ Less Dropout



2 Stands Up to Professional Use

Robust DLC (Diamond Like Carbon) Film

Professional recording applications require a much more durable and reliable tape. In order to ensure the tape's performance under these more challenging usage conditions, a much thicker professional DLC film is employed to provide significantly added strength. A proprietary surface treatment has been applied to enable a uniform coating of the lubricant.
This results in highly stable recording and playback, even with repeated fast-forwarding, rewinding, playback and professional editing.

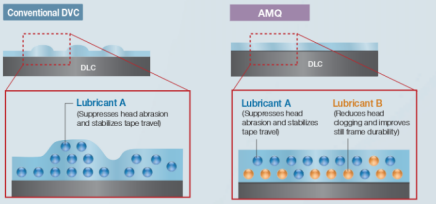


3 Stable Tape Transport and Still-Frame Durability Confidence

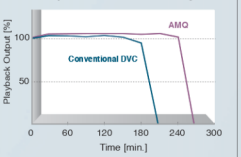
Hybrid Lubricant

Using a proprietary lubricant processing technology, Panasonic succeeded in optimally blending lubricants that have different characteristics.This results in minimizing head clogging, while suppressing increases in the friction ratio (increasing head life). It also improves the durability of still-frame playback, and achieves a more stable tape transport. The end result is greater head life, and higher reliability in any environment for high-speed shuttling, professional editing, still-frame, and archival stability.

■ Comparison of Lubricant Processing



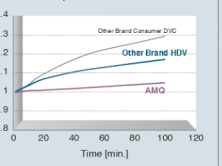
■ Comparison of Still Durability



AMQ maintains a high output level for more than 240 minutes of still-frame playback, approximately 60 minutes longer than consumer DVC tapes.

■ Comparison of Friction Increase

Rate of increase by setting the initial value of each tape to 1.



AMQ maintains a lower tape-to-head friction ratio.

IT Industry Verification Cutting-Edge S-AME Technology

As evidenced by its selection for use as PC backup media for S-AIT* (500 GB), VXA-320** (160 GB), and other applications, Panasonic's S-AME (Super-Advanced Metal Evaporation) technology has been verified by the IT industry. This essential technology now supports AMQ for the world of video.

*S-AIT is the advanced tape storage format with the native capacity of 500GB in single data cartridge.
**VXA Packet Tape Drive and VXA Packet Autoloader™ provided by Tandberg Data Corporation are supported by world leading IT Solution Partners such as IBM, Apple, and Fujitsu Siemens.


S-AIT data tape cartridge