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## SONY ANNOUNCES INDUSTRY SUPPORT FROM APPLE, ADOBE AND AVID FOR ITS NEW DVCAM HARD-DISK DRIVE UNIT

**LAS VEGAS (NAB, Booth #18207), April 7, 2002** - Sony today announced industry support from Apple, Adobe Systems Incorporated and Avid Technology Inc. for its new DVCAM™ [DSR-DU1](#) hard-disk drive. The hard-disk drive unit offers videographers a novel solution for hard-disk recording and playback for independent production, electronic field production (EFP) and electronic news gathering (ENG).

The DVCAM hard-disk unit attaches directly to the back of a DVCAM camcorder (via camera adapter) or via an iLINK® (IEEE 1394) digital interface to a portable camcorder for simultaneous disk and tape-based recording of up to three hours of DVCAM or DV video.

"Collaboration with prominent technology providers like Apple, Adobe and Avid is key to the continuing success of the DVCAM format," said Craig Yanagi, senior manager of corporate marketing for Sony Electronics' Broadcast and Professional Systems Division. "By working closely with these companies, we're able to develop interoperable tools that enable professionals to establish efficient content creation workflow systems."

"Apple has revolutionized the video industry by seamlessly integrating FireWire and the DV format with the world's most powerful desktop video editing system, Final Cut Pro," said David Moody, Apple's senior director of applications marketing. "We are excited to be working with Sony on support for the DSR-DU1 in an upcoming release of Final Cut Pro."

Sony will demonstrate the hard-disk drive unit with Adobe® Premiere® and Avid® NewsCutter® in its booth here in Las Vegas throughout the week. Adobe will also showcase a demonstration of Premiere and the DSR-DU1 in its booth at the Sands Convention Center, booth #S6927.

"Adobe is committed to providing professional digital video editing software that streamlines the production process and makes it easy to transfer video footage from a digital video camcorder into a desktop computer for editing," said David Trescot, director of Dynamic Media at Adobe. "With Sony's DSR-DU1 hardware, Adobe Premiere users can experience tremendous productivity gains by virtually eliminating the capturing process. Adobe is honored to work with Sony and to be part of an evolution in changing the way editors work."

Yanagi noted that Sony and Avid are working closely to provide compatibility between Avid NewsCutter and the DSR-DU1 hard-disk drive unit.

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Editor's Note: For more detailed information about Sony professional products, readers can visit [www.sony.com/professional](http://www.sony.com/professional). For additional press information and digital images, please visit Sony Electronics' News and Information web site at [www.sony.com/news](http://www.sony.com/news).

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