

Exploring HDV

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www.urbanfox.tv

No need to take notes...

(Except this one)

www.urbanfox.tv/seminar

All of this presentation will go on
our website

First - about you

- Who's interested in HDV because it's cheap HD?
- Does anyone already use HDV?

WHAT WILL YOU USE IT FOR?

- Documentary, drama or music
- Internet broadcasting, podcast, vodcast
- Weddings, special interest videos (SIV)
- Corporate, broadcast and stock footage.

A bit on compression...

See you tonight at 7pm - Christina. (35)

See you at 7 - Cfx (18)

CU@7 (4)

FU@7 (!!!)

HDV in context

DV/DVCAM (25 Mbps)

DVCPRO (25 Mbps)

DVCPRO 50

DVCPRO HD (100 Mbps)

HDV (19 + 25 Mbps)

XDCAM EX (25 + 35 Mbps)

AVCHD (various)

AVC-I (50 + 100 Mbps)

THE IMAGING SYSTEM

CCD V CMOS

Interlaced V progressive

THE IMAGING SYSTEM

- CCD better for interlaced pictures
- CMOS for progressive
- True progressive?
- 25f or 25p
- 24p anyone?

THE IMAGING SYSTEM

- CCD and CMOS
- More = better (max of 3)
- Bigger = better = more expensive
- Sony HVR-A1 => 1/3inch CMOS £1,300
- Sony HVR-Z1 => 1/3inch 3CCD £2,700
- Sony PMW-EX1=> 1/2inch 3CMOS £3,800

HDV - the format

- 19 Mbps - 720/24p, 25p + 30p - 4:2:0
- JVC's GY-HD100/HD110/HD200/HD250 - 3CCD - interchangeable lenses - shoulder mounted



HDV - the format

- 25 Mbps - 1080/50i, 24p + 25p - 4:2:0
- Sony (A1, V1, Z1, Z7, S270) and Canon (XL H1, XH G1, XH A1)



Exploring HDV

- What is it good for?
- Is there anything better?
- Does it have a future?
- Should I invest in it?

What is it good for?

- Cheap recording medium (tape)
- Edit friendly
- Looks great on an HD TV
- SD Broadcasters love it

But....

- HD Broadcasters not so keen on it
- HDV is 1440x1080 or 1280x720 pixels – but full HD is 1920x1080
- The 4:2:0 problem
- Fast moving subjects (sport)
- Drop out (potentially more serious)

Is there anything better?

- DVCPRO HD – great for editing and 4:2:2, such as Panasonic HVX200
- AVCHD – up to 24 Mbps (much variation) and 4:2:0 H.264
- AVC-I – 50 + 100 Mbps – very high quality, 4:2:2, way out of HDV budget (for now)

Is there anything better?

- XDCAM EX1
- Records HDV 25 Mbps at 1440x1080 (4:2:0)
- But also “HDV” 35 Mbps (variable bit rate)
- Uses Solid State cards not tape

Does it have a future?

- DV launched in 1995, still selling now, and will probably be supported for years (HDV camcorders can also record DV)
- HDV only four years old, and Sony promise to support it as long as they can still sell it....

Does it have a future?

- The best guarantee of being future proof....
- HD-SDI outputs (on Sony's EX1 + S270, Canon's XL H1 + XH G1, JVC's HD250)

Does it have a future?

- Add-on portable HD-SDI recorders coming soon
- Convergent Design (stand G27) launching one for £2,750 at NAB in April
- Records 4:2:2 at 50, 100 and 160 Mbps to four Flash cards



Should I invest in it?

If the camera...

- ...has the features you want
- ...at the price you can afford
- ...and the format works for your project

It's your call



Should I invest in it?

HVR-S270E

- Shoulder-mount camcorder
- 1/3-inch 3CMOS sensors
- Interchangeable lenses
- 1080/50i and 25p
- HD-SDI
- Up to 4.5 hours recording time on large tape

£6,500 (inc VAT)



Should I invest in it?

HVR-Z7E

- Handheld camcorder
- 1/3-inch 3CMOS sensors
- Interchangeable lenses
- 1080/50i and 25p
- HDMI output

£4,300 (inc VAT)

Just For Comparison

Sony PMW-EX1 XDCAM EX

- 3x 1/2-inch CMOS sensors
- SxS Pro Flash memory
- Full 1920x1080 recording (@ 35 Mbps), plus HDV 1440x1080 (@ 25 Mbps), 4:2:0
- Fixed lens
- HD-SDI interface

£4,800 (inc VAT and two 8GB SxS cards)

Exploring HDV

Any Questions?

Urbanfox Ltd

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on our website

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