

afternoon
88.8
8mm technology forum
Good morning, ~~gentlemen~~ ^{EVERYONE} I am Tadahiko Suzuki, General Manager of the institutional 8mm design~~ing~~ ^{have been} division in the Personal Video Group at Sony, Tokyo. I am quite honored to ~~be~~ given this opportunity to speak to you, (the Department of Defense staff) at this 8mm technology forum.

And I appreciate your spending time with us today
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Ever since the introduction of the first 8mm video camera recorder in January 1985, Sony has ^{INTRODUCING} committed to developing and ~~spreading~~ (or should I say deploying) 8mm equipment all over the world. 8mm has enjoyed an ^{EXCELLENT} overwhelming reputation for its compactness and high performance and the demand for 8mm has been increasing steadily.

The 8mm format was developed with the standardization of 127 manufacturers from all over the world and was added to the VCR market as the format of the future. Last year, 8mm production numbered ^{3.5} 1.35 million since its first introduction and this year, more than 1.8 million 8mm units will be produced in Europe and Japan.

The 8mm Design~~ing~~ Group, where I work, used to belong to the Consumer Video Group, which was responsible for all of the consumer video products including Betamax and LaserDisc. However, the 8mm design~~ing~~ group became independent of the Consumer Video Group (which is really for civilians) ^{AND WAS ESTABLISHED} as the Personal Video Group on April 1, 1988 with the ^{MISSION WAS TO} intention of promoting 8mm as personal video equipment, which can be used by anyone, anywhere as a handy communication medium. In fact, Sony ^{has} just introduced an innovative new 8mm video product, the "Video

Walkman." It incorporates an 8mm VCR and LCD display in one unit to allow portable video use, just like an audio Walkman. ~~(It will probably be the perfect unit to have during tedious budget meetings. You'll be able to watch RAMBO III any time, anywhere.)~~

Along with the consumer 8mm development, we intend to promote 8mm aggressively for business and industrial use by taking advantage of its compactness and easy operation.

high performance

With the future potential of the 8mm format and Sony's state of the art technology, which can be seen in every key component of the current Sony 8mm products, Sony will surely be able to develop even more attractive 8mm products in the future.

I hope you will have a better understanding of the 8mm format through this forum and will find it beneficial to adopt 8mm equipment.

(1) 内下線は、JOKEなのでSPでその場を笑わせるに使うかどうか判断して下さい。

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