

89. 7.25 ~ 7.26.

Sony Government Technology Exposition ①

Good morning everyone / I am Tadahiko Suzuki, / general manager / of the institutional 8mm design division / in the Personal Video Group / of Sony Tokyo / I am quite honored to have been given this opportunity to speak to you / at this exhibition / And I appreciate your spending time with us / today.

<sup>already</sup>  
As you know, the 8mm format had been developed with the standardization of 127 manufactures from all over the world and was added to the VCR market as the format of the future. 8 companies, Sony, Matsushita, Hitachi, Sanyo (Aiwa, Cannon, Fuji,) are manufacturing 8mm product now

<sup>impasse</sup>  
Sony's 8mm production had reached 1 million units in March '86, 2 million in June '87, 3 million in March '88, and it became 5 million units in last April, since its first introduction in 1985. And now we have capacity to produce over 200 thousands units per a month in Europe and Japan

Then I would like to touch upon a 8mm format share in the camcorder category.

<sup>(investigation)</sup>  
In Japan, according to the research of TRM (Tokyo Research & Marketing), 8mm format got over 45% share. And recently, owing to the introduction of Hi-8 and the TR-55 (extremely compact 8mm camcorder, only 790g), the market share is growing more

In Europe, I'll take up the Germany for example (According to the research of GFK) The 8mm format keeps 45% to 50% share constantly.

In the U S A, according to CES, 8mm format share was 22% in last December, and it came to over 43% in last April.

By the way,

The history of VCR is the history of the <sup>video</sup> tape and recorded wave length. That means the history of the effort to reduce consumed quantity of tape and improving the quality. 8mm format adopts the new metal video tapes and realize to

Picture & sound

develop <sup>short wave length</sup> -1- recording

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developed short wave length recording

The minimum wave length of standard 8mm is only 0.7μ and it reached 0.5μ in Hi-8 (and for reference, S-VHS is 0.8μ) Owing to this technology, the consumed tape quantity of 8mm in LP mode is only 2 2ft<sup>2</sup> per hour and it is equivalent to one page of newspaper, and also about 1/10 of U-matic, and 1/3 of Beta III mode.

This is the basic technology of compact and high quality video 8.

*As I mentioned before*

8mm format was introduced in 1985, that was 10 years later from introduction of Beta and VHS. Therefore 8mm format can be said that it is a young format having big potential in the future.

Based on the concept "Video 8 means customer's benefit", we Sony have been making efforts as much as possible in technical field to draw out the advantage of 8mm format such as compactness and high quality. For example,

high picture quality system in Hi-8, high picture elements and small CCD, low power LSI, microminiature <sup>mechanical</sup> deck, metal evaporated tape, high density (owing to) 4 ~~analog~~ layer printing circuit board and so on.

*analog* *by our selves* *The world's smallest and lightest 8mm video camcorder.*

And we introduced Video Walkman last year, Hi-8 products this year, and currently TR-5 into the market. And these products gets high evaluation.

Taking advantage of the 8mm format, we will continue to develop the 8mm products as much as possible for customer's easy use, ~~from now~~ *more compact and more high quality.*

These products <sup>made</sup> (supply) customers, new use and new entertainment of the video. And 8mm format has great potential not only for consumer but also as institutional video equipment. From now we would like to filling new line up and expand our business.

and SONY.

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Lastly, I hope you will have better understanding of the 8m format through this exhibition and will find it is beneficial to adopt video 8 equipment. *for you.*

Thank you