

Panasonic
ideas for life

AVCHD
AG-AC7

Memory Card Camera Recorder

Shoulder-mount Style AVCHD for School, Wedding and More



The AG-AC7 Camera Recorder is suitable for the cost sensitive

PROFESSIONAL DESIGN

It features a large eyecup, a tiltable viewfinder, a shoulder strap and a shoulder pad for satisfying the Professional Operator's requirements.

MANUAL FOCUS RING

The large, easy-to-hold focus ring gives you quick, precise focus control.

SHOULDER-MOUNT DESIGN

The stability of shoulder-mount shooting, packed into a highly-mobile compact package. Complete with large grip and zoom lever, plus a wide-diameter focus ring for smooth, positive operation.



Full-HD 1920 x 1080 Recording

AG-AC7 lets you shoot with Full-HD picture quality. You can capture the fine details of the object which you acquire.

HD/SD Recording in AVCHD Format

AG-AC7 complies with AVCHD standard format and supports the following recording/playback mode.

Rec/Play Mode	bps/VBR	Picture Size
HA mode	Approx. 17 Mbps	1920 x 1080 Pixels
HG mode	Approx. 13 Mbps	
HX mode	Approx. 9 Mbps	
HE mode	Approx. 5 Mbps	
SA mode	Approx. 9 Mbps	720 x 480 Pixels
SX mode	Approx. 4.5 Mbps	

*SA/SX modes can not be played back with Panasonic other AVCCAM products and software for AVCCAM series.

35.8mm Wide-Angle

The 35.8mm (35 mm equivalent) setting on the AG-AC7 is ideal for a wide-angle shot such as a panoramic or a tiny space shot. This is especially handy when you want to take a wide-angle shot in a small room. For even wider angle 25mm (35mm equivalent) results, add the optional VW-4607H Wide Conversion Lens.



42 mm
(simulated)



35.8mm Wide-Angle
(simulated)

Intelligent 23x Zoom

Intelligent Zoom, which was achieved due to the Intelligent Resolution technology of the AG-AC7's image processing LSI enables telephoto shots at up to 23x magnification. Even when the optical zoom range is exceeded, telephoto shots maintain their clear, beautiful HD image quality.



Wide
(simulated)



23X Optical Zoom
(simulated)

HYBRID O.I.S. (Optical Image Stabilizer)

This hybrid system combines the advantages of optical stabilization and electronic stabilization in one. It helps to capture beautiful images under a multiple of conditions by detecting and compensating for instability caused by a variety of movements. In addition to optical stabilization, it provides more powerful electronic correction during high-power zooming.



HYBRID O.I.S. Off
(simulated)



HYBRID O.I.S. On
(simulated)

ve production keeping the quality of footage with Full-HD.

LONG LIFE 4 HOURS AND 35 MINUTES* BATTERY INCLUDED (APPROX.)

For long events, this lets you concentrate on shooting, without worrying about battery reserves.

*Continuous recording time.

REC. BUTTON & ZOOM LEVER ON TOP

REC start/stop button and zoom lever are mounted on the top of the hand grip. This is particularly helpful for smooth operation when shooting from low angles.

BUILT-IN ZOOM MICROPHONE

In proportion to the zoom setting of the lens, the two ECMs (electret condenser microphones) adjust automatically to bring sound and images together for exceptional atmosphere.



O.I.S. Lock

Pressing the O.I.S. Lock button on the LCD monitor maximizes the camera's blur detection sensitivity and correction. This is ideal for applications like bird watching, which call for zooming at a fixed angle.

*Considerable blurring occurs when panning or tilting the camera, due to the movement of the corrective lens.

Touch Screen 6.7cm (2.7 inches) LCD Monitor

Control settings are made by simply touching the LCD screen. Operation is intuitive and easy, and the large letters are easy to read. Shooting and viewing are simple and stress-free.



Long Life 4 hours and 35 minutes* Battery Included (approx.)

For long events, this lets you concentrate on shooting, without worrying about battery reserves. Moreover, with the optional VW-VBG6 battery, you can shoot for approx. 11 hours and 25 minutes*.

*Continuous recording time.

iA (Intelligent Auto)

This powerful function senses the shooting conditions and automatically makes the settings and activates functions that will deliver optimal results.

- **HYBRID O.I.S.:** Blur-free zooming and shooting on the move.
- **Intelligent Contrast Control :** Helps retains a natural contrast.
- **Intelligent Scene Selector :** Detects the situation and switches the scene mode.

*The functions included in iA may not be applied when conditions do not call for them.

Wind Noise Canceller

This function automatically detects and suppresses only wind noise, to give you natural sounds with lifelike ambience.

Manual Functions for Creative Flexibility

Let your true creativity shine, with a wealth of manual controls at your fingertips. Of course, you can also switch to auto mode, ideal when you need to start shooting at a moment's notice. Manual Focus, Manual Iris, Manual Shutter Speed, Manual White Balance and On-Screen Assist Functions (Zebra Pattern/Luminance Level/Histogram).

SD Memory Card Recording

This camera records on SDXC/SDHC/SD Memory Cards to provide outstanding compatibility with PC applications and rapid data transfer. Unlike with video tape, there's no need for cueing with the SD Memory Card because recording begins in a blank section of memory.



Recording Mode	Recording Time (with 64GB card)	Picture Size
HA mode	Approx. 8 hours and 30 minutes	1920 x 1080 Pixels
HG mode	Approx. 11 hours	
HX mode	Approx. 16 hours and 50 minutes	
HE mode	Approx. 27 hours and 30 minutes	
SA mode	Approx. 16 hours and 30 minutes	720 x 480 Pixels
SX mode	Approx. 33 hours	

*SA/SX modes can not be played back with Panasonic other AVCCAM products and software for AVCCAM series.

*Maximum continuously recordable time for one scene is 12hours in any mode.

[GENERAL]

Power Supply:	DC 9.3 V (when using AC adaptor) DC 7.2V (when using battery)
Power Consumption:	5.0 W (Recording)
Weight:	Approx.1.8 kg (Approx. 3.97 lbs), main body only
Dimensions (W x H x D):	216 mm x 224 mm x 432 mm (8-1/2 inches x 8-7/8 inches x 17-1/16 inches)
Media:	SD/SDHC/SDXC Memory Card

[IMAGE SENSOR]

Image Sensor:	1/4.1 type MOS
Total Pixels:	3.32 megapixels
Effective Pixels:	Motion Image: [4:3] 1.02 megapixels (tele)-1.44 megapixels (wide) [16:9] 1.36 megapixels (tele)-1.92 megapixels (wide) Still Image: [3:2] 1.46 megapixels (tele)-2.08 megapixels (wide) [16:9] 1.36 megapixels (tele)-1.92 megapixels (wide) [4:3] 1.52 megapixels (tele)-2.16 megapixels (wide)

[CAMERA SECTION]

Standard Illumination:	1400 lx
Minimum Illumination:	Approx. 4 lx (1/30 Low Light scene mode), Approx. 1 lx (Color Night View)
White Balance:	Auto / Indoor1 / Indoor2 / Sunny / Cloudy / White set
Shutter Speed:	Motion Image: [60i] 1/60 sec. to 1/8000 sec. Still Image: 1/2 sec. to 1/2000 sec.
Image Stabilizer:	HYBRID O.I.S. [Optical Image Stabilizer] / O.I.S. Lock
Focus/Iris:	Auto/Manual
Backlight Compensation:	√

[LENS SECTION]

Lens:	Panasonic Lens
F Value:	F1.8 (wide) / F2.6 (tele)
Optical Zoom:	16.8 x
Intelligent Zoom:	23 x
Digital Zoom:	50 x / 1200 x
Focal Length:	2.9 mm to 48.7 mm
35mm Film Camera Equivalent:	35.8-716 mm (16:9), 43.9-878 mm (4:3) [Motion Image] 35.8-716 mm (3:2), 35.8-716 mm (16:9), 35.8-716 mm (4:3) [Still Image]

[MONITOR]

LCD:	6.7 cm (2.7 inches) Wide LCD (230K dots)
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[STILL IMAGE SECTION]

Recording Format:	JPEG (Design rule for Camera File system, based on Exif 2.2 standard)
Recording Image Size:	Still Picture: [3:2] 2.8 megapixels (2064 x 1376) [16:9] 2.1 megapixels (1920x1080) [4:3] 2.9 megapixels (1952 x 1464), 0.3 megapixels (640 x 480) Simultaneous Recording: [16:9] 2.1 megapixels (1920 x 1080) [4:3] 0.3 megapixels (640 x 480) Creating still picture from motion picture: [16:9] 2.1 megapixels (1920 x 1080) 0.2 megapixels (640 x 360) [4:3] 0.3 megapixels (640 x 480)

[RECORDING SECTION]

Signal System:	1080/60i, 480/60i
Compression:	MPEG4-AVC/H.264
Recording Mode and Transfer Rate: [1920 x 1080]:	HA (Approx. 17 Mbps / VBR) , HG (Approx. 13 Mbps / VBR) , HX (Approx. 9 Mbps / VBR) , HE (Approx. 5 Mbps / VBR) , SA (Approx. 9 Mbps / VBR) , SX (Approx. 4.5 Mbps / VBR)
[720 x 480]:	
Audio Compression:	Dolby Digital (2ch)
Microphone:	2ch Stereo (with a zoom microphone function)
Speaker:	1 round speaker, dynamic type
Media Remaining Indication:	√

[OTHER]

Interfaces:	HDMI / USB 2.0 Hi-Speed / AV / Video Component
Standard Accessories:	AC Adaptor, AC Cable, DC Cable, Rechargeable Battery Pack VW-VBG260 (2,640/2,500 (typ./min.) mAh, Lithium-Ion), AV Cable, Video Component Cable, USB Cable, Shoulder Strap, Lens Cap, Stylus Pen

Weight and dimensions shown are approximate.
Specifications are subject to change without notice.
All monitor and TV pictures are simulated.

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Panasonic®

PANASONIC SOLUTIONS COMPANY
DIVISION OF PANASONIC CORPORATION OF NORTH AMERICA
www.panasonic.com/broadcast
tel. 877-803-8942

Panasonic Corporation
Business Solutions Business Group
2-15 Matsuba-cho, Kadoma, Osaka, 571-8503 Japan
Tel. 81-6-6901-1161 Fax. 81-6-6908-5969
<http://pro-av.panasonic.net/>

Panasonic Puerto Rico, Inc.
San Gabriel Industrial Park, 65th Infantry Ave., Km. 9.5, Carolina,
Puerto Rico 00630 (787) 750-4300

Panasonic de Mexico, S.A. de C.V.
Tel. 52-55-5488-1000 Fax. 52-55-5575-6763

Panasonic Latin America S.A.
(Caribe, Centro America, Venezuela, Colombia,
Ecuador, Bolivia, Uruguay, Paraguay, Chile)
Tel. 507-229-2955 Fax. 507-229-2536

Panasonic del Peru S.A.
Tel. 51-1-614-0000 Fax. 51-1-452-9415

Panasonic do Brasil Ltda
Tel. 55-11-3889-4035 Fax. 55-11-3889-4004



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Factories of Digital Imaging Business Group have received ISO14001:2004-the Environmental Management System certification. (Except for 3rd party's peripherals.)