

Panasonic Ships New Low-Cost E-Series P2 Cards

Written by Administrator

Tuesday, 02 June 2009 00:00 - Last Updated Thursday, 11 June 2009 11:25

[Panasonic](#) announced the immediate availability of its new 16GB (model AJ-P2E016X) and 32GB (model AJ-P2E032X) E Series P2 cards at low costs of \$420 and \$625 respectively. The E Series P2 cards provide high quality recording for an average of five years with normal operation.

Incorporating a newly-developed memory technology, E Series P2 cards transfer recorded content at a faster rate (up to 1.2Gbps) than professional solid-state memory cards offered by other manufacturers. For example, users can transfer a full 16GB E Series card's content (any format) in less than two minutes. E Series cards offer the same high-quality recording and capacity as standard Panasonic P2 solid-state memory cards, and feature Panasonic's signature aluminum die-cast casing for exceptional durability compared to plastic-based memory card products.

Unlike other disc-based or solid-state recording systems, P2 cards are a high-speed bit bucket, offering high-quality video recording and optimum flexibility, including reliable performance, instant access to content and compatibility with all P2 camcorders, P2 recorders and workflow tools and all major nonlinear editors and servers. P2 cards store content in the complete range of P2-supported frame rates and formats, from high definition to standard definition and from DVCPRO to AVC-Intra 100. P2 cards offer recording of video, audio, and metadata in any environment, even in challenging conditions of extreme temperature.

E Series P2 cards are reusable for up to five years when recorded on once daily, at full capacity (100%); when used at half capacity (50%), the cards can continue to record for up to 10 years. A notification is given (in the camcorder's LCD/viewfinder or the card reader's display) as the card approaches the end of its life cycle.

The E Series cards are designed to work with Panasonic's full line of P2 camcorders, recorders and workflow tools. A free E Series firmware upgrade for P2 equipment is required for optimum performance.* Additional free downloads available via Panasonic's website include the P2 Driver upgrade (required for operation of cards on Mac or Windows platforms), and the P2 Formatter, a computer software that allows users to display and track the P2 card's capacity and life.

Panasonic P2 memory cards can be connected instantly to laptop and desktop PCs and are supported by major non-linear editing systems. For connection to laptops with ExpressCard slots or desktop computers, professionals can utilize compatible third-party PC card-to-ExpressCard adapters or the Panasonic's AJ-PCD35 five-slot P2 solid-state memory card drive.

The 64GB E Series P2 card will be available in August at a suggested list price of \$998. The E Series will be offered with Panasonic's standard extended lifetime 16GB, 32GB and 64GB P2 cards (A Series).