

Panasonic



IT'S TIME TO TRADE UP TO THE AJ-PX270

Buy an AJ-PX270 and receive a \$1000 after you trade-in a Panasonic professional handheld camcorder.

The Panasonic AJ-PX270 Trade Up Program* makes it simple for you to upgrade to the industry's most powerful professional handheld camcorder. From September 1 until December 31, 2014, receive a \$1,000 rebate check after you buy a new AG-PX270 P2 HD camcorder and then trade in a Panasonic AG-HPX170, AG-HVX200 or AG-DVX100 professional handheld camcorder.

With its ability to record visually lossless 1080p/24 video and its ultra flexible in-camera image control, the AJ-PX270 is the most powerful pro handheld camcorder. This 4.8-lb camera captures HD from a low bit rate of 12 Mbps to master-quality 200 Mbps. And it's equipped with the most advanced production features like: 1080p variable frame rates from 1 to 60 fps in 25 steps, VariCam's legendary FilmRec "look", and wireless connectivity. The PX270 also works seamlessly with the AK-HRP200 remote operation panel, which provides precise control of the PX270 for use in low-cost, multi-camera studio applications. With the AJ-PX270, you can cover everything — from the street to the studio — with incredible speed and control.

To learn more about the list of acceptable Panasonic professional camcorder trade-ins and rules, visit www.us.panasonic.com/provideo

For more info on the AJ-PX270, visit www.us.panasonic.com/px270

* In order to receive your \$1,000 rebate, you must register your trade-in at www.pscnatradeup.com. This includes information on your trade-in camera, including make, model, serial #, etc. This registration should only happen after you have purchased and received your AJ-PX270. The trade-in camera must be shipped to Panasonic within 30 days after you have received your PX270. After log-in at www.pscnatradeup.com, see terms and conditions and shipment instructions on the bottom of the claim form.