



News Release

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Maxell Professional Introduces iVDR Direct-To-Disk Video Capture Adapter

*— Innovative Adapter Allows Simultaneous Non-Linear Recording and Storage onto
Rugged iVDR Drives From Numerous Camera Manufacturers —*

Fair Lawn, NJ – December 2, 2009 – Maxell Corporation of America, (www.maxell-usa.com), introduces the **iVDR VC102 Powered by CitiDISK®**. The new iVDR VC102 Direct-to-Disk Video Capture adapter converts the output of a digital video camera to a non-linear editing format and stores it on an iVDR drive, thereby bringing the inherent advantages of the iVDR technology to a wide variety of camcorders.

"Our first-generation iVDR was successful with the Panasonic P2 cameras," said Patricia Byrne, senior marketing manager for Maxell. "Our new iVDR VC102 utilizes technology from CitiDISK for its intelligent acquisition, allowing for vastly expanded support of professional video cameras. The iVDR VC102 allows any camera that utilizes the DV, DVCPRO, DVCPRO50, DVCPRO100, DVCPRO HD or HDV formats to record simultaneously to an iVDR drive. Footage can later be off-loaded directly into an assortment of editing programs, such as Final Cut Pro, Edius or Adobe Premiere."

The VC102 Direct-to-Disk Adapter features an easy-to-use comprehensive menu system on a backlit display. By converting the output of a digital video camera directly to a non-linear editing format suitable for storage on Maxell's iVDR drive, the task of capturing files before editing them is eliminated. The VC102 also reduces the overall amount of hardware used and time required for processing.

Operating off a rechargeable, internal Lithium-Ion battery, the iVDR VC102 will operate for up to 90 minutes of nonstop recording*. DC power is available as an option.

iVDR Field Tough Media

The VC102 Direct-to-Disk Adapter was developed exclusively for Maxell's iVDR Technology. This provides reliability and ruggedness not found in other portable disk-based products. A Maxell iVDR drive has a current capacity of 250GB, enough space to record 19 hours of digital video, 110 hours of DVD-quality video, or 20 hours of MPEG high-definition video. iVDR EX is rated to withstand non-operating shock of more than 2000Gs and operating shock equal to or greater than 350Gs. Its temperature range is -40° C to +70° C, which complies with MIL standards for thermal shock. It is also rated to operate at a maximum altitude of 10,000 feet.

The utilization of CitiDISK technology in the iVDR VC102 continues to expand the capabilities and applications of the iVDR Technology. These include rugged and harsh environments such as mobile videography, military field applications, mobile medical or forensics and mobile law enforcement applications.

The VC102 will ship with two, 6-pin-to-4-pin IEEE 1394A (FireWire) and one, 6-pin-to-6-pin IEEE 1394A cable and is compatible with both professional and consumer cameras that utilize either the 6-pin or 4-pin IEEE 1394A interface.

The Maxell iVDR VC102 Direct-To-Disk Adapter is slated to ship in January and will be available for a list price of **\$1,500**. A compatible 250GB Maxell iVDR EX rugged drive is currently available for a list price of **\$289**.

*Battery operating time is estimated and based off a number of factors, including charge duration, battery condition and temperature.

About Shining Technology

Founded in 1992, Shining Technology, Inc. (www.shining.com) is a Cypress, Calif.-based provider of cost-effective, high-performance and highly reliable computer peripherals. The company is moving to become a dominant player, with a primary focus on the data storage marketplace and has consistently been one of the leading suppliers of add-on storage products to the broadcast, video editing, portable and desktop computing markets.

CitiDISK is a trademark of Shining Technology, Inc.

About Maxell

Maxell Corporation of America, a technology and marketing leader, is a full line manufacturer of digital media products for professional, data storage and consumer markets. Maxell has been recognized for over forty years for delivering a comprehensive line of digital tape and disc-based recording media products. The company offers a full line of disk and tape based media storage products, P2 Cards, SD Cards, Flash Memory and iVDR Technology products.
<http://www.maxell.com>

Maxell Professional Blog available at: www.maxellpromediablog.com

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