

The Sony VideoRover II... small, but oh my!

Today, almost everybody knows it's not your size that determines what you are . . . it's what you're made of. And that's what the VideoRover II is all about. It's the compact . . . portable video camera and recorder that lets you shoot television pictures just about anywhere.

For those of you who aren't acquainted with the VideoRover II . . . here are some of the things people who already own one are using it for.

Business

Shooting and playing back sales presentations for constructive critiques.

Industry

Recording plant procedures for review

toward technical improvements.

Education

To show students correct laboratory and classroom techniques. Documenting field trips for later study.

Military

For "live" news recordings over military television networks. For instant training applications.

The Sony VideoRover II is *more* than meets the eye. With its built-in features and standard accessories . . . plus the optional equipment available to you . . . we think you'll agree it's *the* mighty mite of the VTR industry . . . as well as your industry, too . . . no matter what your industry is.

Firefighting

Training and exercise reviews based on actual field or simulated conditions to sharpen firemen's firefighting procedures.

Law Enforcement

For instant, "live" records of traffic conditions, testing suspected drunk drivers, documenting actual field situations. Crimefighting.

Sports

As coaching aids so the players can review themselves instantly.

Insurance

For documenting damages on location such as fire, flood, etc.

Get the picture? Good! Because now we're going to explain the VideoRover II to you . . . in detail.



Meet the Sony VideoRover II.

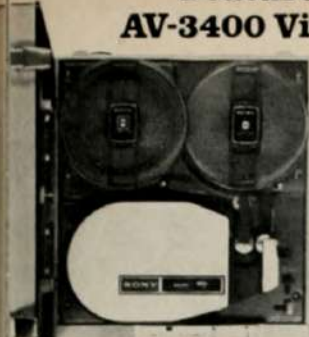
It's compact . . . portable . . . 1/2-inch black & white VTR system consisting of the AV-3400 Videocorder® record/playback unit and the AVC-3400 Video Camera.

Here's what it does as a system.

With the VideoRover II, you can get on-the-spot television recordings of almost any application you desire...under practically any lighting condition you're confronted with. After you finish shooting, you simply rewind what you took...raise the camera's eyepiece and flip the switch to "forward".

Instantly, the viewing screen becomes a mini-TV set . . . and you see exactly what you shot. With the Sony VideoRover II, you're literally a scaled-down television studio . . . ready to shoot pictures . . . with sound . . . and see what you shot. Instantly! Now, let's take a closer look at this great system.

Features of the AV-3400 Videocorder.



It's a lightweight (18 lbs.)... compact record/playback unit. Just the thing for a variety of applications such as teaching, training, promotion, scientific, medical, law enforcement, fire-fighting, insurance work, military use, coaching, entertainment, business and industrial... just to name a few!

Automatic-adjusting audio & video recording levels... assure you perfect recordings—with little effort—each and every time. Automatic Shut-off... turns the recorder off when the tape runs out.



Maintained, rechargeable battery... gives up to 45 hours of continuous operation.



Operates off household current... using the AC power adapter, supplied with the unit.



Stop action... lets you "hold" a picture for detailed examination...



Sound dubbing... allows you to add music or commentary to your pre-recorded picture during playback.



Manual tracking control... corrects improper tracking during playback.



Time counter... gives you minute-by-minute recording time, as well as indicating the amount of tape as a conventional tape counter.

AV-3400 Accessories.

With the Videocorder, you get an AC power adapter, battery pack, 1/2-inch video tape, take-up reel, earphone, monitor connecting cable, polishing cloth, splicing cleaning fluid, head cleaner and shoulder bag. At no additional charge!

Note: All optional equipment shown is identified with *.



Shoulder Bag



Sony V-30H Video Tape



*BP-30 Battery Pack



*LC-3400 Carrying Case



U-53W/RFU-54W & Video RF Adapter



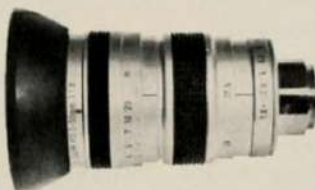
*DCC-2400 Car Battery Cord

Features of the AVC-3400 Video Camera.



Once you use this camera... you may never want to use movie film again! Just connect it to the AV-3400 Videocorder and you're ready to shoot... anything... anywhere. It's truly a miniaturized version of a studio television camera. And it performs like one!

Sensitive... shoots needle-sharp pictures under a variety of lighting conditions. And weighs only 5 pounds. Rugged... take it into a factory... classroom... plant... you name it. This camera delivers!



Zoom Lens... f/1.8... covers wide angle, regular and telephoto applications for pictures that play back with clarity and quality.



Built-in electret condenser microphone... picks up sounds that will amaze you.



Viewfinder/TV Screen... Shoot through the viewfinder. Rewind. Flip up the eyepiece. Playback. The viewfinder becomes a small TV screen so you can see what you took. In detail. Instantly.



Convenient Trigger Grip... squeeze it once and you're recording. Squeeze again and you stop.

AVC-3400 Accessories.

The Video Camera comes with zoom lens, camera grip, shoulder strap and polishing cloth. No charge!

Summing it all up...

...when you put the AV-3400 and the AVC-3400 together, you've got a 1-2 combination of quality:

The Sony VideoRover II.

...small, but oh my!

SONY®

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Gentlemen:

Please send me additional information about the Sony VideoRover II.

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
PHONE (Area Code) _____
CITY _____ STATE _____ ZIP _____