

# Tape Goes West at UWE

University of West of England invests in Panasonic AG-HMC81 Camcorders



University of the  
West of England

**BRISTOL**

## University of the West of England

Modern, growing university in the thriving harbourside city of Bristol. UWE Bristol is one of Britain's most popular universities, with around 30,000 students and 3,000 staff and is the largest provider of Higher Education in the South West of England.

Students come to UWE from all parts of the UK, as well as a significant and growing number of international students from over 140 countries worldwide.



## Panasonic AG-HMC81

IT friendly camcorder that provide Standard Definition DV & Full High Definition AVCHD recording on an highly affordable SD Memory Card.

All with shoulder-mount stability.



## Holdan Limited

UK, Ireland and Benelux distributor  
Panasonic Professional & Broadcast  
product range.

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**The Faculty of Arts at the University of West of England in Bristol recently acquired 20 HMC-81 camcorders.**

The HMC-81 is a robust shoulder-mount design with manual features, solid state recording, progressive and interlaced modes and can capture in a range of standard and high definition modes.

"Mastering the HMC-81 will really prepare the students for professional production." Remarked Mark Barton, Film and Media Instructor.

The HMC-81 camera is a great learning tool with advanced recording functions including pre-record, interval recording, shot marker and metadata capture.

Other professional features include waveform monitor display, focus assists such as focus bar display and enlarged display, white balance, mode display, zebra display, colour bar, tally lamps, slow smooth zoom and soft landing, slow shutter and synchro-scan shutter functions, and three programmable user buttons.

"The HMC-81 is a professional camera that will push the students." Said Jill Keane of Panasonic distributor, Holdan Limited.

However, today's economy dictates that cost is a big consideration. Holdan's Keane continues:

"The camcorder may be good value but the college looked beyond the initial outlay.

For the college there are considerable savings on tape. But the savings don't stop there - with no moving parts or tape mechanism, we would expect the cameras to go on for years with only a need for basic maintenance."

The investment in the HMC-81 is the start of a whole new IT era for UWE's media facility.

"We're energetic and forward-thinking. To make the most of the new Panasonic camcorders we have plans for a sophisticated ingest system and are considering developing a new TV studio. This is an exciting place to study." Enthuses Mark Barton.