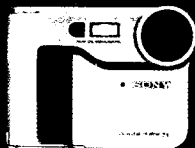


**NEW**

# Video & Audio Features



This is your Camera.



This is your Film.



This is your Post Office.



With the Digital Mavica™ Camera,  
E-mailing the Sights and Sounds of Your Life Has Never Been Easier

# Digital Mavica®

It's As Easy As A Floppy™

**SONY**

# Digital Mavica®

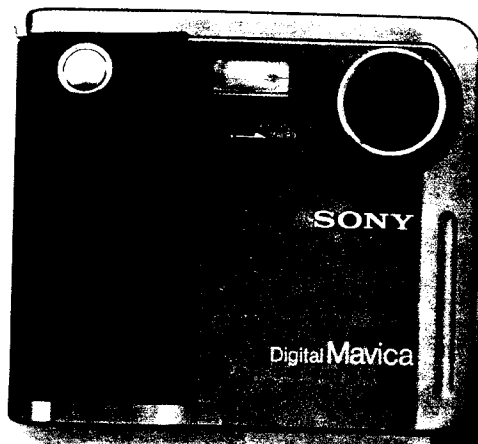
Make Your E-Mail Something To See And Hear.  
It's As Easy As A Floppy™



**Digital Mavica® Camera** makes it simple for everyone—from experts at work to e-mailers at home—to capture digital images or MPEG movies and send them in seconds across the Internet. The standard floppy disc makes it all possible. Digital Mavica® camera is the world's first digital camera to use the floppy. Each floppy stores up to 40 still images in the universal JPEG format, which offers you the convenience of viewing your pictures on any computer running Windows® or Mac® OS. And you can e-mail those images instantly, around the world without having to waste a second tangling with wires, adapters, or capture boards. So now sharing the sights and sounds of your life has never been easier.

Make Your E-Mail Something To See And Hear.  
It's As Easy As A Floppy™

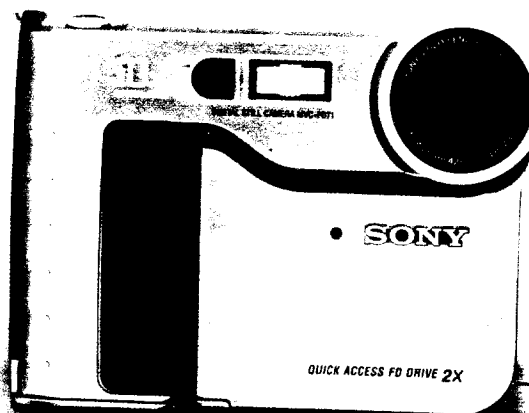
®  
Mavica



## MVC-FD51

### FEATURES:

- High-Speed Quick Access 2x Floppy Disc Drive
- 2.5" Advanced Color LCD Screen with Brightness Control and easy-to-read on screen menu display
- Auto Exposure with 6 Pre-Programmed Exposure Modes
- 1/60-1/2000 Shutter Speeds
- InfoLithium™ Rechargeable Battery, Good for Up to 620 Shots Per Charge
- Built-In Intelligent Flash
- Four Picture Effects Modes
- Macro Capability



## MVC-FD71

### STEP-UP FEATURES

From MVC-FD51

- Whole Disc Copy for copying images right inside the camera
- E-mail Mode for faster e-mail downloads
- Bit Map Mode for saving images at higher quality
- Multi Screen Mode for taking multiple images in seconds and reviewing them on the LCD screen
- 2.5" Advanced Color LCD Screen with Brightness Control and Solar Window™ Panel
- 10x Optical Zoom with Auto/Manual Focus
- 1/4" 350k Progressive Scan CCD
- 1/60-1/4000 Shutter Speeds
- InfoLithium™ Rechargeable Battery, Good for Up to 950 Shots Per Charge



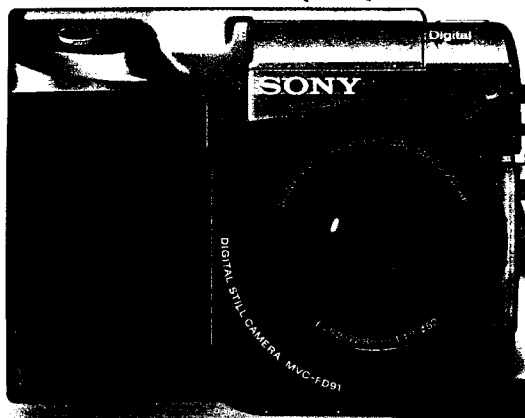
## NEW Video & Audio Features

**MVC-FD81**

### STEP-UP FEATURES

From MVC-FD71

- XGA High-Resolution Images (1024 X 768) for capturing excellent quality images, ideal for printing
- MPEG Movie Mode for capturing up to 60 seconds of video/audio that can be e-mailed or used in presentations
- Voice Memo Mode for adding narration to still images



## NEW Video & Audio Features

**MVC-FD91**

Intelligent Focus

## NEW Video & Audio Features

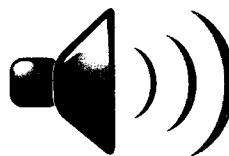
### NEW MPEG MOVIE MODE\*

Allows you to capture up to 60 seconds of video and audio directly to a floppy disc, for easy and instant computer input. Use Video Mail Mode to capture 60 seconds of video/audio at 160 x 112 setting for fast and easy downloads. Or use Presentation Mode for 15 seconds of video/audio at 320 x 240 setting. And you can do it all without having to bother with loading special capture boards or drivers into your computer.



### NEW VOICE MEMO MODE\*

Allows you to add up to 40 seconds of narration to a still image or 5 seconds each to multiple images. Ideal for creating presentations, documents, and personal images that speak for themselves.



\* Available on MVC-FD81, MVC-FD91

## DIGITAL MAVICA® CAMERA FEATURES

*Featured on all cameras*

### REMOVABLE STANDARD 3.5" FLOPPY DISC

The universal storage media of choice, floppy discs are extremely easy-to-use and inexpensive. Up to 40 standard images on one disc.

### UNIVERSAL JPEG FORMAT

The Digital Mavica® camera uses the universal JPEG compression format to store images on your floppy, providing you with excellent picture quality and allowing you to view your images on virtually any computer.

### SEVEN MANUAL EXPOSURE SETTINGS

Seven Manual Exposure settings allows you to adjust the exposure as you see fit for complete control of image quality.

### COMPATIBILITY

Windows: Windows 95/98, NT 3.5 or higher • Supplied MGI PhotoSuite or MPEG 1 media player  
Macintosh: Mac OS 7.6.1 or higher/Power PC • Supplied MGI PhotoSuite or QuickTime 3.0

### NEW HIGH-SPEED 2X FLOPPY DISC DRIVE

The fastest drive available, the Sony disc drive enables you to record and play back images two times faster. The high-speed motor allows you to save images to your floppy within seconds.

## MAVICAP™ FLOPPY DISK RECORDER

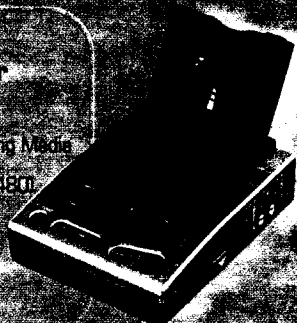
Turn Your Camcorder Into a Digital Capture Device with the MaviCap® Recorder

MaviCap® Floppy Disk Recorders freeze images taken from your personal home videos and store them in digital format on a floppy disk. Now with MaviCap® recorders you can make your video memories into digital stills to be e-mailed to your website, or sent via e-mail. Also available, an optional full-color camera for direct image capture to a floppy disk.

### MVC-FDR3

#### Digital Still Image Recorder

- 3.5" Color Floppy Disk
- 3.5" 2HD Floppy Disc as Recording Media
- JPEG Compression VGA (640 X 480)
- Bit Map Mode
- Video and S-Video Input/Output
- Supplied Remote Control



### MVC-FDR1

#### Digital Still Image Recorder

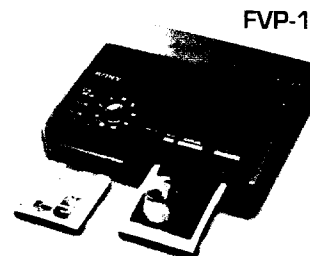
- 3.5" 2HD Floppy Disc as Recording Media
- JPEG Compression VGA (640 X 480)
- Bit Map Mode
- Video and S-Video Input/Output
- Supplied Remote Control



## MAVICA® PHOTO PRINTER

The world's first digital printer to use a floppy disk drive. It makes printing high-quality color photos as easy as loading a floppy disk—without complicated interfaces or confusing cables and adaptors.

- Built-in floppy drive lets you print pictures directly from a floppy disk
- 300 DPI Dye Sublimation Technology yields high resolution, photo-quality prints
- Enables you to print directly from a camcorder or other video source
- Lets you store still images from any video source on a standard floppy disk
- Supplied Printer Utility Software enables you to add creative enhancements to your images, as well as print sticker sheets, postcards, labels and more
- Prints on 5.5" X 3.9" VP standard paper



### NO ADAPTERS/NO CABLES/NO DRIVERS

Thanks to the universal floppy, you don't have to connect a mess of wires or load drivers and adapters. And you don't need to worry about compatibility. Simply insert the floppy in the disc drive and see how easy it is.

### FOUR PRE-PROGRAMMED SPECIAL EFFECTS

These special effects allow you to change the look and feel of your pictures in-camera and in real time, without additional software. Choose from monotone (B&W), sepia, negative art, and solarization.

### SIX PRE-PROGRAMMED EXPOSURE MODES

Six different exposure modes help you make your pictures shine even in the most difficult lighting conditions. Choose from Portrait, Landscape, Sports, Beach and Ski, Sunset and Moon, and Pan Focus. (MVC-FD91: 3 Modes—Shutter Priority, Iris Priority, & Sunset and Moon.)

### 2.5" ADVANCED COLOR LCD SCREEN

This large, full-color LCD prevents eyestrain by letting you view and play back your shots right on the camera back. An easy-to-read on-screen menu displays and allows you to select camera features.

### 640 X 480 PIXEL, 24-BIT COLOR VGA

These large, full-color JPEG images can be viewed, e-mailed, manipulated, placed in documents, and even printed.

### 1/60-1/4000 SECOND SHUTTER SPEEDS

A wide range of shutter speeds allows you to capture fast-moving objects and freeze them in motion. (MVC-FD51: 1/60-1/2000)

### AUTO EXPOSURE AND AUTO WHITE BALANCE

Auto Exposure automatically corrects the amount of light on the subject. White Balance adjusts to match the true color of the subject.

### ARCISOFT™ SOFTWARE

Image manipulation software, for enhancing images (MVC-FD51/71).

### INFOLITHIUM® BATTERY WITH ACCUPOWER™ SYSTEM

The Digital Mavica® camera is good for up to 500 consecutive shots with this single rechargeable lithium-ion battery (flash off). That's 50 floppies in fine mode or shot after shot every few seconds. And you won't get caught without power because the Accupower meter displays the remaining battery life in minutes.



### BUILT-IN INTELLIGENT FLASH

This feature knows when your subject needs to lighten up. Select from 1 of 3 modes—On, Off, and Auto—to adjust for the optimum amount of flash. The flash can be set to turn on automatically in low-light conditions, preventing your subject from being in the dark and making sure your picture quality is at its best.

## MVC-FD71, MVC-FD81 & MVC-FD91 Step-Up Features

### PROGRESSIVE SCAN CCD

Progressive Scan provides high-quality still images by reading all the pixels on an imager (CCD) with one single pass. This one-time pass over the imager delivers clean edges and an overall sharper picture.

### E-MAIL MODE

E-mail mode allows you to download your images with unprecedented speed by reducing the size of your image file to 1/4 the size of a standard file.

### OPTICAL ZOOM LENS WITH AUTO/MANUAL FOCUS RING AND AUTO MACRO CAPABILITY

Now you can make sure every shot is the perfect picture. The powerful zoom lens with focus ring gives you the flexibility and precision you need to capture professionally-polished images. (MVC-FD71: 10X, MVC-FD81: 3X, MVC-FD91: 14X) If you like to get close to your subjects, use Auto Macro for shots up to 1 inch from your subject.

### MULTI SCREEN MODE

Take 9 pictures in just 2 seconds to capture all the action. Multi Screen even lets you play back your images in succession right on the LCD screen.

### 2.5" ADVANCED COLOR LCD SCREEN WITH BRIGHTNESS CONTROL AND SOLAR WINDOW™ PANEL (84K PIXELS)

The Solar Window™ Panel, located behind the large, full-color LCD viewfinder, captures ambient light without making the viewfinder "wash out," even in difficult lighting conditions. The viewfinder prevents eyestrain by letting you preview your shots right on the camera back.

### PICTURE FREEZE ON LCD WITH QUICK REPLAY

Take a close look at the image you're capturing by instantly freezing it on your LCD. Simply press and hold the shutter button down. For convenient playback, return to the Play mode and use Quick Replay to display the last image captured.

### WHOLE DISC COPY

Only Sony technology enables you to share your images on the spot. Now you can copy your pictures right inside the camera. Images saved in the Digital Mavica® camera's temporary memory can then be copied to a new disc. In addition to image files, you can also save and copy Excel®, PowerPoint®, and Word® files.

### BIT-MAP MODE

This mode allows you to save images in a non-compressed format, which means your images will be even sharper.

## MVC-FD81 & MVC-FD91 Step-Up Features

### NEW HIGH-RESOLUTION IMAGES

Allows you to view your still images with high-quality XGA resolution (1024 X 768), which offers excellent quality for printing still images from your computer.

### MGI PHOTOSUITE SOFTWARE

MPEG movie viewer and image manipulation software (MVC-FD81/91).

**NEW MPEG MOVIE MODE** (see "New Video/Audio Features" on previous page)

### NEW PRECISION COLOR VIEWFINDER

The 180k pixel viewfinder offers excellent viewing clarity with increased resolution. (MVC-FD91 only)

### NEW OPTICAL SUPER STEADYSHOT® SYSTEM

Uses motion sensors to remove unwanted camera "shake." (MVC-FD91 only)

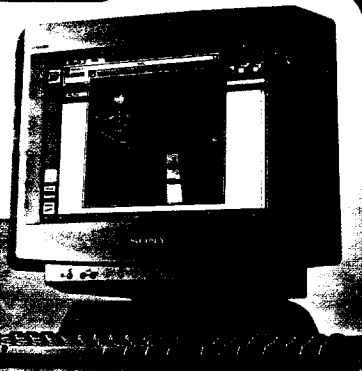
**NEW VOICE MEMO MODE** (see "New Video/Audio Features" on previous page)

## Exciting New Features Let You Do More

- **EXCLUSIVE ON-LINE SERVICE LETS YOU STORE YOUR PASSWORD-PROTECTED IMAGES AND SHARE THEM WITH OTHERS**
- **ORDER PROFESSIONAL-QUALITY PRINTS OF YOUR IMAGES**
- **ADD YOUR IMAGES TO A VARIETY OF PERSONAL ITEMS, SUCH AS T-SHIRTS, COFFEE MUGS, CALENDARS, AND MOUSE PADS**
- **FREE 1-YEAR MEMBERSHIP WITH PURCHASE OF DIGITAL MAVICA CAMERA**

### SEND E-MAIL THAT'S SOMETHING TO SEE AND HEAR

If you have Digital Mavica® camera, it's easy. Have it on hand for all those important moments and within seconds, someone special across the country, or even across the ocean, can see and hear what you've got to say like never before. To e-mail images that are really moving, use MPEG Movie Mode to download 60 seconds of motion video/audio, and send it almost instantly.



### PUT MORE WOW INTO A WEBSITE

With the Digital Mavica® camera you can create powerful messages sure to be heard and noticed. Instantly add eye-catching images and 60-second MPEG movies to your website and become the biggest attention-grabber on the Internet.



### MAKE DOCUMENTS AND PRESENTATIONS MORE IMPACTFUL

Whether you're a real estate agent looking for an easy way to show new listings, or a marketing manager looking to spice up a spreadsheet, Digital Mavica camera's amazing digital imaging capabilities provide the answer. And with XGA High-Resolution for print-ready images, you'll get the picture quality that gets your communications noticed.



### STORE AND SHARE IMAGES WITH SONY IMAGESTATION

- Exclusive on-line service lets you store your password-protected images and share them with others
- Order professional-quality prints of your images
- Add your images to a variety of personal items, such as T-shirts, coffee mugs, calendars, and mouse pads
- Free 1-year membership with purchase of Digital Mavica Camera



**MVC-FD51****Quick Access FD Drive  
Storage Media****Format****MPEG Movie****Voice Memo****Field/Frame****Optical Zoom****Image Device****Program AE Modes****Exposure Value****Manual Focus****LCD Display****Intelligent Flash****Picture Effects****Shutter Speed****Whole Disk Copy****Self Timer****E-Mail Mode****Bit-Map Mode****Multi-Mode****Protect/Delete Images****Index Playback****Disk Format****Batt. Remaining Indicator****Bundled Software****Dimensions****Weight****Consecutive Shot\* per charge****Supplied Accessories****Optional Accessories****MVC-FD71**

Yes  
3.5" 2HD  
Floppy Disc  
JPEG/Bitmap

10x  
1/4" Progressive  
Scan CCD 350k  
Yes-6 Mode\*  
7 Settings  
(+/- 1.5EV)

Yes  
Yes w/Solar  
Window™ Panel  
Yes-On/Off/Auto  
Yes-4\*\*  
Auto (1/60-1/4000)

Yes  
Yes-10 sec.  
Yes  
Yes  
Yes  
Yes  
Yes (All/Select)  
Yes  
Yes  
Yes  
Yes

ArcSoft™  
PhotoStudio™  
5-1/2" x 4" x 2-1/2"  
1lb. 5oz. w/NP-F330  
950  
NP-F330,  
BC-V615  
Battery Charger,  
ArcSoft™  
PhotoStudio™  
shoulder strap  
& lens cap  
NP-F550  
LCS-MVC  
VCL-ES06  
(Wide Angle Lens)  
VCL-R2037

**MVC-FD81**

Yes  
3.5" 2HD  
Floppy Disc  
JPEG/MPEG/Bitmap  
Yes  
Yes

3x  
1/4" Progressive  
Scan CCD 850k  
Yes-5 Mode  
7 Settings  
(+/- 1.5EV)

Yes  
Yes w/Solar  
Window™ Panel  
Yes-On/Off/Auto  
Yes-4\*\*  
Auto (1/60-1/4000)

Yes  
Yes-10 sec.  
Yes  
Yes  
Yes  
Yes  
Yes (All/Select)  
Yes  
Yes  
Yes  
Yes  
MGI

PhotoSuite SE  
5-5/8" x 4-1/8" x 2-1/2"  
1lb. 7oz. w/NP-F330  
650  
NP-F330,  
BC-V615  
Battery Charger,  
MGI,  
shoulder strap  
& lens cap  
NP-F550  
LCS-MVC  
VCL-ES06  
VCL-MT4037S  
(Macro Lens)

**MVC-FD91**

Yes  
3.5" 2HD  
Floppy Disc  
JPEG/MPEG/Bitmap  
Yes  
Yes

14x  
1/4" Progressive  
Scan CCD 850k  
Yes-3 Mode  
7 Settings  
(+/- 1.5EV)

Yes  
Yes  
Yes-On/Off/Auto  
Auto (1/60-1/4000)

Yes  
Yes-10 sec.  
Yes  
Yes  
Yes  
Yes  
Yes (All/Select)  
Yes  
Yes  
Yes  
Yes  
MGI  
PhotoSuite SE  
5-5/8" x 4-1/8" x 6-1/2"  
2lb. 1oz. w/NP-F330  
650  
NP-F330,  
BC-V615  
Battery Charger,  
MGI,  
shoulder strap  
& lens cap  
NP-F550  
VCL-ES06  
VF-37PKS  
(Polarized Lens Filter)

**Available Accessories**

NP-F550 Lithium-Ion Battery



LCS-MVC



VCL-MT4037S



VCL-ES06

\*Using supplied NP-F330 battery



MVC-FDR1



MVC-FDR3

**MaviCap Features**

Quick Access FD Drive	Yes	Batt Remaining Indicator	Yes
Storage Media	3.5" 2HD Floppy Disc	Non-Compressed Mode	Yes (Bitmap)
LCD Display	MVC-FDR1 - None MVC-FDR3 2.5" 84k TFT LCD	Quality Setting	Standard/Fine
Format	JPEG/Bitmap	Analog In/Out	Yes (NTSC)
Index Playback	Yes	S-Video In/Out	Yes (NTSC)
Slide Show	Yes	Camera Terminal	Yes
Protect Image	Yes	Optional Batteries	NP-F550/750/950
Delete Image	Yes(All/Select)	Dimensions	5-1/8" x 2" x 6-1/2"
Format Disk	Yes	Weight	MVC-FDR1 - 1.08lbs. MVC-FDR3 - 1.3lbs
Whole Disk Copy	No	Power Consumption	DC 8.4volts
Field/Frame	Yes	Supplied Accessories	AC Power Adapter, Remote
Time Stamp	Yes(Date/Time)	Optional Accessories	Color Camera CCD-27
Disk Remaining Indicator	Yes		

**SONY**

Sony Electronics, Inc.  
1 Sony Drive  
Park Ridge, NJ 07656  
www.sony.com/mavica

Six Modes: Portrait, Beach &amp; Ski, Sports, Landscape, Sunset &amp; Moon, Pan Focus --Solarization, Monotone (Black &amp; White), Sepia, Negative Art

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