

SONY
make.believe



HDCAM SR™ from Sony

The ultimate choice for HD users.

HD is here and it's time to be involved.

If you're looking for the ultimate in High Definition recording, choose HDCAM SR™.



HDCAM SR™ Series

- Small cassettes
 - BCT-6SR
 - BCT-33SR
 - BCT-40SR
- Large cassettes
 - BCT-64SRL
 - BCT-94SRL
 - BCT-124SRL
- Cleaning cassette
 - BCT-HD12CL

HDCAM SR™





Cutting edge technology

Supreme performance from Sony's most advanced HD media

High definition is all about exceptional quality. Now today's media professionals have a superb opportunity to explore their talent and create stunning programmes in glorious High Definition with HDCAM SR™. Featuring Sony's most advanced metal tape technology, HDCAM SR™ offers incomparable picture quality and is ideal for demanding applications like special effects, archiving and film mastering. It's the only choice for filmmakers who simply won't compromise on quality and is part of a family of Sony HD media products designed for every need and budget.



Incredible video and sound quality

From movies and commercials to sophisticated green screen effects, there's no other High Definition format on earth that can match the peerless performance of HDCAM SR™. This exceptional media includes high fidelity signal compression for maximum video definition and studio recorder sound quality with twelve uncompressed digital audio tracks for multichannel surround sound mastering. With HDCAM SR™, flagship productions really stand out from the crowd.



Designed for HDCAM SR™ VTRs

HDCAM SR™ tapes have been designed and tested with HDCAM SR™ VTRs for optimum performance.

Sony's most advanced metal tape technology

To ensure reliable HDCAM SR™ recording at the shortest wavelength of 0.29 μm, Sony has developed ultra fine high-performance metal particles with the highest possible coercivity. Half the size of HDCAM tape particles and containing twice as much energy, these particles are packed at high density on the tape. The non-magnetic lower double-layer design allows a thinner magnetic layer with +6dB higher output compared to HDCAM. As a result, HDCAM SR™ sets new standards of performance without compromising on media size, media cost, operating convenience or recording time.

TeleFile™ information system

All HDCAM SR™ tapes are equipped with the highly reliable and useful TeleFile memory system. This low cost cassette label contains a memory IC featuring contact-free induction coil transmission to store information. HD VTRs can read and write from these labels.

Outstanding durability

- *Sony's newly developed HR (High Rigidity) binder system plus a specially developed based film for high-performance metal tape transport provides HDCAM SR™ tapes with the exceptional durability demanded by today's professional broadcast applications.*
- *The magnetic layer of HDCAM SR™ tape consists of fine, high-energy magnetic particles to ensure all valuable information is preserved.*
- *Because tape smoothness plays a crucial role in the recording process, Sony has developed a new dispersion agent to bind magnetic particles tightly together.*
- *A new "Mirror Like" tape treatment gives a durable and hard-wearing tape surface.*
- *HDCAM SR™ tape offers a specially designed locking album case with improved tape protection.*





Professionals Choose Sony

Sony is Your Perfect HD Partner

HD is here and Sony offers media professionals supreme performance and quality with HDCAM SR™. As inventor of this sophisticated format and a pioneer in Advanced Metal Tape technology, Sony has developed the ultimate HD media for today's most uncompromising filmmakers. With unrivalled expertise and unbeatable technical support, Sony is the only realistic choice for those looking to fully explore their creativity with HD.



Physical properties		
Items	Unit	Typical Values
Thickness Base	µm	8.0
Thickness Backcoating	µm	0.5
Thickness Magnetic layer	µm	0.2
Thickness Non-Magnetic layer	µm	2.3
Thickness Total	µm	11.0
Width	mm	12.65
Magnetic properties		
Items	Unit	Typical Values
Intrinsic coercivity (Hc)	kA/m	220
Retentivity (Br)	mT	390
Squareness (Br/Bm)	-	0.91
Smoothness	nm	4.0
Video and Audio performance*		
Items	Unit	Typical Values
Recording density	Mb/inch ²	331
RF playback output	dB	+6.0 -8.0
C/N	dB	0

*Compared with Sony reference tape

Professional High Definition videocassette recording time in minutes					
1080 / 4.2.2					
	23.98 PsF	25 PsF	29.97 PsF	50 i	59.94 i
	24 PsF		30 PsF		60 i
BCT-6SR	7,5	7,2	6	7,2	6
BCT-33SR	40	38,4	32	38,4	32
BCT-40SR	50	48	40	48	40
BCT-64SRL	80	76,8	64	76,8	64
BCT-94SRL	117,5	112,8	94	112,8	94
BCT-124SRL	155	148,8	124	148,8	124

BCT-HD SR Series Line-up				
Model	Playing time (min)	Tape length (m)	Weight* (g)	Master Carton Quantity (pcs)
BCT-6SR	6	52	263	50
BCT-33SR	33	243	305	50
BCT-40SR	40	293	314	50
BCT-64SRL	64	469	677	10
BCT-94SRL	94	681	724	10
BCT-124SRL	124	893	767	10
BCT-HD12CL	12	78	275	40

* with case

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