



THE PRODUCT

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JVC

GR-DVP3/DVP1
HIGH-BAND DIGITAL VIDEO CAMERA
Hi DV™

DV Life,
DV People

Being able to see your world through your eyes, JVC makes
this possible with its Hi DV camera. You can see what you're seeing in 25 frames
per second. It's the difference between a still picture and a
moving picture. It's the difference between a still picture and a
moving picture. It's the difference between a still picture and a
moving picture.



microPocket 11

JVC

VIDEO
ACCESSORIES



GENERAL CATALOGUE

JVC

GR-DV2000/DV1800 Hi DV™
HIGH-BAND DIGITAL VIDEO CAMERA

UXGA 1.92 Megapixel Digital Still
1800 x 1200 PIXEL

Flat Shift Technology

Progressive SCAN

MultiCard SD



JVC

GR-
HIGH-BAND

MiniDV
The World Starts
For Digital Video



DIGITAL VIDEO
+ DIGITAL STILLS



MultiCard SD USB

Businesses decided:

- What product
- What quality
- What product names
- How it is to be packaged



Product range

-group of goods with similar area of their functions, or with the same price range



Product differentiation



The ways of product differentiation - a number of important ways in which businesses make their products different from each other.



Name



easy to remember and say
something positive about
the product

abstract name
designed to
create a technical
image



Packaging

- deliver product safely to the consumer.
- information about the product
- instructions on how to recycle packaging
- contain details of any awards won by the product



Thank you for attention

