



# THE PRODUCT

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# JVC

GR-DVP3/DVP1  
HIGH-BAND DIGITAL VIDEO CAMERA

Hi DV

DV Life,  
DV People

Be always the first to see the world through your eyes. JVC makes this possible with the DV camera. You can see the world through the lens of the camera. You can see the world through the lens of the camera. You can see the world through the lens of the camera. You can see the world through the lens of the camera.



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

Pixel 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

