

Technology In Our Lives

Reverse Sticker Shock: Camcorder Prices Drop

(NAPSA)—There could be good news for anyone who remembers eyeing a beautiful camcorder a few years back, but quickly turning away after noticing the high price tag. Now, prices of camcorders have come way down, while features and technology continue to improve. And once considered a luxury item for many families, camcorders are now almost a necessity.

You could call it a case of reverse sticker shock. Leading manufacturers are wooing consumers with rock-bottom prices without sacrificing on quality. In fact, even though prices are dropping precipitously, quality continues to rise. For example, Sony is offering two Handycam camcorders in the Hi8 format that start as low as \$250, yet still have lots of leading-edge features.

These two camcorders, the CCD-TRV128 and the CCD-TRV328, are extremely convenient because they use Hi8 tapes. What is Hi8? It's an 8 mm format for recording video that also happens to be the least expensive camcorder tape format and the easiest to find on store



Whether it is baby's first steps or family vacations at the seashore, it can be captured and enjoyed without going into debt.

shelves. Hi8 is even more common than VHS, the video format on which most feature-length movies are recorded.

Owning a great quality video camera has never been easier. You don't have to spend a lot to cherish your memories. Plus, who knows, today it's home movies, tomorrow you just may be making a Hollywood blockbuster of your own.

To find out more about camcorders, visit www.sonystyle.com.