



DigitalMaster™ tape

Sony's finest tape for HDV™, DVCAM™ and DV formats.

You've spent hours and hours to arrange for the talent, the location, and the crew. You have the skills and you have the equipment. Don't allow yourself to be tripped up by something as small as a tape error. With their extremely narrow track widths, HDV, DVCAM and DV recordings can be particularly prone to data errors – having digital 1s and 0s misread in playback. To preserve your recordings, Sony engineers sought to design a magnetic tape with a high carrier signal and low noise floor to produce a clean playback signal. The result of their efforts is DigitalMaster tape.

Hyper Nano-tech magnetic layer

Sony has several grades of tape for HDV, DVCAM and DV recordings. But of all these grades, only DigitalMaster tape has a hyperfine magnetic layer underneath. Nothing else comes close. The results speak for themselves.

- 1/10 error rate of Sony consumer DV tape thanks to its unique hyper nano-tech magnetic layer structure.
- 60% fewer dropouts than Sony consumer DV tape. You'll see fewer of those annoying blocks that destroy image integrity and require additional editing and workarounds in post.

- 30% greater durability than Sony consumer DV tape in Pause and Freeze Frame operations, due to a thicker application of Sony's Diamond-Like Carbon layer.
- 50% less tape shrinkage than Sony consumer DV tape, for superior machine-to-machine compatibility. DigitalMaster tape shrinks less after shooting in extreme temperatures and stands up better to long-term storage. That means more consistent tracking and fewer playback problems.



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- 50% tighter width tolerances compared to Sony consumer DV tape, due to more precise slitting. That's another assurance of excellent machine-to-machine compatibility.
- Extended recording time up to 276 minutes in a Standard cassette (HDV and DV formats); up to 184 minutes (DVCAM® format).*
- Professional locking album case resists opening when dropped or tossed into an equipment bag.

Not just better, measurably better.

Sony DigitalMaster tape...	...versus Sony DV consumer tape	...versus Sony HD consumer tape
Dropouts	1/10 of consumer tape	1/5 of HD consumer tape
Errors	95% fewer	80% fewer
Durability	30% greater	30% greater
Width Tolerances	50% tighter	50% tighter
Tape Shrinkage	50% less	50% less

Recording Times*

Model	Shell size	HDV & DV formats	DVCAM format
PHDVM-63DM	Mini	63 min.	41 min.
PHDV-64DM	Standard	64 min.	42 min.
PHDV-124DM	Standard	124 min.	82 min.
PHDV-186DM	Standard	186 min.	124 min.
PHDV-276DM	Standard	276 min.	184 min.

*Recording time may vary depending on usage conditions.