

## FATHER'S DAY TIPS FOR THE PERFECT GIFT: PERSONAL VIDEO WITH DXG HD CAMCORDERS

*Give Dads and Grads a gift they'll have and love forever: a heartfelt or hilarious video tribute using the new DXG-517V high definition camcorder*

**CITY OF INDUSTRY, Calif.—May 22, 2009**—With high definition camcorders available for under \$100 today, it's not only easy, but affordable to create lasting memories, heartfelt tributes, and amusing walks down memory lane. With Father's Day and Graduation ceremonies approaching, finding the perfect gift for Dads and Grads is on our minds, preferably one that combines creativity, entertainment, and affordability. Creating your own video tribute is not only timeless, but will rekindle memories they'll revisit forever.



*The new DXG-517V high definition camcorder*

### Five Steps to the Perfect Gift for Dads and Grads

1. **Record a Personal Message.** Record yourself on video telling Dad the top 10 reasons he's your hero, his top 10 best pieces of advice, or his worst! Share his funniest moments, or your all time favorite memories. The more sentimental, the better.
2. **Take a Trip Down Memory Lane.** Take the camera to favorite places you've gone together — the park where you first rode the swings, the ball field where he taught you to throw, the street where you learned to ride a bike, the hospital where you were born, even the bar where you shared your first beer. Take the graduate back to their dorm room, university pub, late night cram locale, football stadium; you can even capture short interviews from favorite professors and friends.
3. **Edit into a DVD Movie.** If you want to go a step further, edit your video into a movie with your favorite musical soundtrack, insert photos, create a DVD; this step isn't necessary but it's fun. All DXG camcorders come with free ArcSoft TotalMedia™ Extreme software (a \$119.99 retail value), which makes it easy to turn your personal video into a major motion masterpiece.
4. **Share Online and on TV.** Send your video to YouTube with just one click, share the link in an eCard, or post it on your Facebook page. You can also watch your video on the big screen, with camcorders such as DXG's including a free HDMI cable for connecting to your HDTV.
5. **Hand Over the Camera.** Let your Dad or Grad have a go at it and hand over the camera for the perfectly complete gift.

# **DXG**® THE DIGITAL CAMERA COMPANY™

## **High Definition Video Cameras for Under \$100**

Some HD camcorders are available online today for under \$100, such as the latest model from DXG, the DXG-517V. With 720p HD recording (1280 x 720, at 30 frames per second) this model produces extremely sharp images and bright colors, whether viewing on the computer or on the big screen TV.



Because many camcorders today house standard SD cards, you're able to record more than eight hours of video before needing to upload your video and clear the card. The DXG models come free with all cables for connecting to the TV or PC. DXG and others make it easy to free your videos from the computer and either post them to YouTube in one click, or watch them from the living room sofa.

## **More than Just Video**

In addition to high definition video, most camcorders shoot high quality still photos, with the DXG-517V capturing 8MP still images and featuring built-in digital voice recording for personal memos, capturing baby's first words, or recording events for work. Many camcorders come in multiple colors, such as blue, black, silver, red, even pink, with the new DXG-517V a sleek silver and white.

You don't have to spend another year finding gift inspirations from the department store aisle. Your inspiration can be the recipient himself, and armed with a high definition digital camcorder you can create the most original, memorable affordable gift he's likely ever received.

## **About DXG USA**

DXG USA, *The Digital Camera Company*, is one of the fastest growing digital camera manufacturers in the U.S., providing intuitively designed digital cameras and camcorders for the youth and mainstream markets. Compact, fashionable and affordably priced, DXG digital cameras are setting trends for quality and utility. DXG USA is a fully owned subsidiary of DXG Technology Corp., one of the world's leading manufacturers and designers (OEM/ODM) of digital cameras and camcorders. DXG Technology has won numerous design and innovation awards and employs more than 4,000 people worldwide. Complete information on DXG USA can be found at [www.dxgusa.com](http://www.dxgusa.com).

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