

# BETACAM SP

## TAKE ONE



Superior quality camera realism - picture quality that misses nothing. Sony Betacam comes through with flying colours on every production you do.

Speed, efficiency and reliability unrivalled in the production world. Deceptively simple, worry-free operation that allows you to concentrate on your creativity. Sony Betacam SP puts it all together: the superior, one-step production system that gives you everything you want.

Take One...with Sony Betacam SP.

## SONY®

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