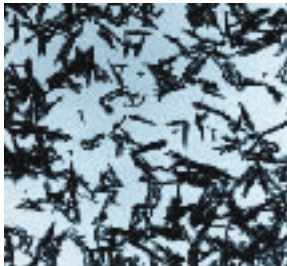


Reliable U-matic Editing and Duplication: BRS Broadcast Standard Videocassettes

BRS delivers the reliable performance and value that you expect from the pioneer of the U-matic format, Sony. VIVAX particles, crosslinked binder system, Carbonmirror backcoating, and an anti-static shell make BRS an excellent choice for editing and duplication, as well as general corporate and educational use.

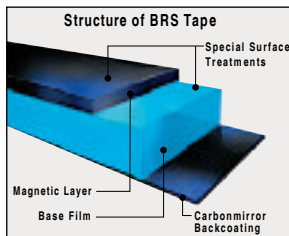
VIVAX magnetic particles

VIVAX is Sony's cobalt-enriched gamma ferric oxide magnetic material formed into highly uniform, needle shaped particles. With their superior retentivity and high coercivity, VIVAX magnetic particles are the basis for the outstanding electromagnetic response characteristics of Sony's BRS U-matic cassettes.



Carbonmirror backcoating

To promote smooth, low-stiction tape transport, BRS tape uses Sony's Carbonmirror backcoating. Together with the crosslinked binder and precision calendering, the backcoating's low friction coefficient contributes to the excellent runnability and durability of the BRS series.



Flexible crosslinked binder system

Sony employs a crosslinked binder system to hold the VIVAX magnetic particles in place. First, polymer strands attach to the particles themselves, then a crosslinker binds the strands to each other. The resulting three-dimensional network helps the tape with-



stand the repeated jog, shuttle, and still-frame rigors of actual use. Surface smoothing reduces modulation noise for improved S/N ratio.

Physical properties

Item	Unit	Typical value
		KCS/KCA-BRS
Thickness: Base	μm	20.5
Thickness: Backcoating	μm	1.0
Thickness: Magnetic layer	μm	5.0
Thickness: Total	μm	26.5
Width	mm	19.005

Magnetic properties

Item	Unit	Typical value
Intrinsic coercivity (Hc)	kA/m	50.1
Retentivity (Br)	mT	120
Squareness (Br/Bm)	∅	0.86

Video and Audio performance

Item	Unit	Typical value
Optimum recording current*	%	100
RF playback output*	dB	+2.5
Video S/N (monochrome)*	dB	+3.5
Y-S/N (color mode)*	dB	+3.0
Chroma output*	dB	+2.0
Color S/N*	dB	+3.5
Dropouts (~16dB, 10μs)	avg. counts/min.	5
Still frame	hour	3 or more
Signal wear	dB after 200 passes	-1.0 or less
Sensitivity*	dB	+1.5
Frequency response*	dB	+1.0
Output uniformity	dB	0.1
Audio S/N	dB	54
Signal-to-print-through ratio	dB	57
Erasability	dB	68

*Compared with Sony U-matic reference tape.