

## Rentex Audio Visual & Computer Rentals Adds the Sony HSC300RF HD/SD Camera Kit to Nationwide Inventory

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*Rentex, one of the largest, most respected providers of audio visual & computer rentals, is pleased to announce that it's added the Sony HSC300RF HD/SD camera kit to its nationwide inventory of audio visual rental equipment.*

Rentex Audio Visual & Computer Rentals is happy to announce that it's added Sony's new HSC300RF HD/SD video camera kit to its inventory. The Sony HSC300RF, which Rentex will rent as a full studio kit with a tripod, lens, headset, and fiber cable in a single road case, provide a sharp, low noise picture, a wide variety of connection options, and an intuitive, durable design. This combination of high-quality specifications and intuitive versatility make the HSC300RF a great choice for a range of large-scale events and productions. Rob Garvey, Sales Director at Rentex, had this to say about the new camera:

"Our clients in the audio visual industry are always on the lookout for the newest technology and features to differentiate themselves and deliver the highest-quality results possible. That's a role the Sony HSC300RF camera kit fills perfectly. The camera delivers an amazing picture quality, lots of options for connectivity, and because of its configurability, is easy to integrate into almost any production scenario. The HSC300RF offers great specifications and its lightweight too, which makes it great for handheld shooting. It's an outstanding piece of equipment and we're excited to offer it, along all the accessories our customers need to get working right away, in one convenient package."

The HSC300RF builds on a tradition of excellence in Sony's high-end line of video cameras. The HSC300RF features 2/3-inch HAD CCDs that provide F10 sensitivity for 59.94 Hz and F11 sensitivity for 50Hz. The HSC300RF also features 16-bit A/D processor, giving the camera an excellent signal to noise ratio (S/N) of -60db. The combination of these two systems makes it well-adapted to shooting in low light conditions and enables it to capture and process images with a high-degree of precision.

One of the features that sets the HSC300RF apart from Sony's other high-end camera offerings is the inclusion of SMPTE 1.5 Gbps optical fiber connection technology. The optical connection allows for a very long distance between the camera and the camera control unit (CCU) of up to 2000m (6563 feet), which makes it ideal for multi-camera scenarios in large-sized venues. The HSCU-300RF camera control unit (CCU) that accompanies the HSC300RF can also be configured for remote control with Sony's RCP-1000 Series remote control panel (RCP) or the MSU-1000/1500 master setup unit (MSU).

To expand the HSCU-300RF's usefulness in multi-camera productions, the HSC300RF also features a multi-matrix function that allows users to adjust the exact hue and saturation of colors in 16 areas of adjustment. This function is great for special effects applications. It also allows operators to use the HSC300RF to match the color tone of SD or HD cameras from other manufacturers, creating a picture of uniform appearance.

Rounding out the HSC300RF's feature-set is an intuitive interface that includes a range of connectivity options including, HD-SDI output, SD-SDI output, VF signal, SDI Prompter signal, and an intercom channel. Using the Sony HDLA-series Large Lens Adaptor, operators easily detach the HSC300RF from the lens, allowing them to switch between handheld and large lens usage without time-consuming adjustments like lens centering or the configuration of additional wiring.

For more information about the Sony HSC300RF, visit the Rentex site using the link below.

**Learn more about the Sony HSC300RF at the link below**

Sony HSC300RF – <https://www.rentex.com/rental-products/sony-hsc-300rf/>

### **About Rentex**

Founded in 1980, Rentex is one of the largest and most trusted wholesale providers of audio visual, production, and computer rental equipment in the nation. Rentex is a longtime leader in the cross-rental market supplying many of the nation's largest companies with complete audio visual rentals and 24/7 sales & technical supports. Rentex can deliver nationwide within 24 hours and offers same day delivery to most major cities. To view all available rental equipment and request a rental quote, visit [www.rentex.com](http://www.rentex.com) or call 800-574-1702.