



DEPARTMENT OF THE AIR FORCE
HEADQUARTERS 60TH AIR MOBILITY WING (AMC)

MEMORANDUM FOR 60 CONS

12 June 2009

FROM: [REDACTED]

SUBJECT: Brand Name Justification for Panasonic Video Camera and Accessories

1. Request Brand Name purchase of the equipment listed below to refresh [REDACTED] video equipment with standards-based video equipment:
 - 1 EA Panasonic AG-HPX170 P2HD Solid-State Camcorder MFR Part # AG-HPX170
 - 2 EA Panasonic AJ-P2C032RG 32GB P2 High Performance Card MFR Part # AJP2C032RG
 - 1 EA Panasonic AJ-PCD20 P2 Drive MFR Part # AJ-PCD20
 - 1 EA Panasonic Rock-DVX-ZFI by Varizoom MFR Part # ROCK-DVX-ZFI
 - 1 EA Azden SGM-PDII On-Camera Short Shotgun Microphone MFR Part # SGM-PDII
 - 1 EA K-Tek Zeppelin - Slip-On Windscreen - (Short) MFR Part # Z-FSO-S
 - 1 EA Audio-Technica ATW-1821, 1800 Series Portable Dual Wireless Microphone System MFR Part # ATW-1821D
 - 1 EA Anton Bauer QR-DVX Pouch-Style Gold-Mount MFR Part # QRDVX
 - 2 EA Anton Bauer H50 Digital HyTRON 50 Nickel Metal Hydride Battery MFR Part # HYTRON50
 - 2 EA Series 7 SL-50 Lithium Battery Pack MFR Part # SL50
 - 1 EA Series 7 BCL-1 Quick Charger - for SL-50 Batteries MFR Part # BCL1
 - 1 EA BEC HSAHORZ Horizontal Shoe Adapter MFR Part # BEC-HSAHORZ
 - 1 EA VariZoom VZ-TFT7U 7" Widescreen Color LCD Monitor Kit MFR Part # VZ-TFT-7UK
 - 1 EA Manfrotto by Bogen Imaging 190CXPRO4 4-Section Carbon Fiber Tripod Legs MFR Part # 190CXPRO4
 - 1 EA Manfrotto by Bogen Imaging 701HDV Pro Fluid Video Head MFR Part # 701HDV
 - 1 EA Hoya 72mm Introductory Filter Kit MFR Part # GIK72GB
 - 1 EA Porta Brace CS-DV4 Mini-DV Camcorder Case MFR Part # CS-DV4U
 - 1 EA Visual Departures Model I Steadybag Camera Support (3 lb) MFR Part # SB1
2. The myriad of roles and requirements placed on Air Force video documentation personnel are diverse, ever changing, and always demanding. To guarantee mission success and insure that our personnel are outfitted with the most versatile, reliable and professional equipment available. We need to ensure the items listed below are considered when purchasing digital camera systems.
 - a. **Standardization.** This camera and accessories meet established Air Force standards and

this saves the Air Force hundreds of thousands of dollars annually in training and standardized equipment purchases. Air Force videographers are required to react to many different circumstances and situations. They are required to know many kinds of video systems from their video cameras, to electronic image processors, and edit systems. The AF ITRM Multimedia Domain Architecture identified a standard for equipment and software throughout the Air Force. These standards insure that the equipment an airman trained on in technical school or used at their last base will be the same equipment they use at their new location. This allows any Air Force trained videographers that come to our base to be familiar with our equipment.

b. Reliability Factors. These cameras have a proven track record for robust reliability and the latest in image technology. Without approval, military and civilian photographers will be unable to replace older, less technologically advanced camera systems. The impact will affect war fighters who will receive less than optimum imagery. Videographers face possible mission failure since their older systems become increasingly unreliable requiring more costly maintenance.

3. **Steps to Foster Competition:** We will continue to survey the market for acceptable alternatives.
4. **Market Survey:** This purchase is to upgrade [REDACTED] video documentation systems.
5. **Unsolicited Proposal:** This procurement is not the result of an unsolicited proposal.
6. **Certification:** I certify that the information contained in this justification is accurate and complete.
7. [REDACTED]

[REDACTED]

[REDACTED]