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SONY UNVEILS NEW HIGH-DEFINITION VIEWFINDER FOR PROFESSIONAL CAMERA SYSTEMS

HDVF-C30WR provides accurate framing and precise focus

March 2, 2009 – Toronto, Ontario – Sony of Canada Ltd., Canada’s leading electronic and computer products solutions provider for consumers and business, released a new high-definition viewfinder that provides production professionals with a versatile eye-piece that delivers higher levels of colour accuracy and reproduction than previous models.

The new viewfinder, model HDVF-C30WR, is designed for use with many of Sony’s professional HD cameras and camcorders. These include Sony’s CineAlta™ F23 and F35 digital cinematography cameras, XDCAM® HD422 optical camcorders and HDCAM® camcorders, the HDC-1500/1000/1550/1400/1450 series of multi-format studio and field cameras and the HDC-3300 Super Slow Motion camera.

“High-definition acquisition requires extremely precise focusing, allowing the operator to accurately see contrast and color levels when framing a shot,” said Brian Young, Marketing Manager, Acquisition Systems, Broadcast Communication Solutions Group, Sony of Canada Ltd. “This new viewfinder was created to be extremely flexible for use with many of the camera systems across our entire product line.”

According to Young, the viewfinder is ideal for production professionals working in a range of applications, including television, motion picture production houses, rental houses, education, government and more.

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The new viewfinder has a 2.7-inch LCD screen (viewable area, measured diagonally), a pixel resolution of 960 by 540, and a new image processor – the same one used in Sony's TRIMASTER Series LCD monitors. It provides comfortable and accurate framing and focusing operations by enabling more faithful colour reproduction, with newly added and enhanced focus-assist functions.

A flexible mechanical design minimizes interference between the lens and the viewfinder, especially when attached to the F23 and F35 cameras.

Improved focus assist features include 2x (dot by dot) magnification to smooth out diagonal edges and a colour peaking function. Luminance levels are easily indicated by colour. Improved luminance transition (panel gamma compensation) and 3D LUT colour space compensation help to provide more natural-looking luminance and colour accuracy.

The viewfinder includes an image inversion function (top/bottom and right/left), and selectable colour temperatures are 6500K (standard), 5600K and 9300K. A new mechanism protects the LCD panel in direct sunlight, and a polarizing filter and IR cut filter attenuate the energy of sunlight.

The HDVF-C30WR viewfinder is expected to be available in April at a suggested list price to be determined.

About The Broadcast Communication Solutions Group

The Broadcast Communication Solutions (BCS) Group is a division of Sony of Canada Ltd., headquartered in Toronto, Ontario. BCS Group markets and supports Sony's full range of broadcast, professional video and audio equipment, including high definition video, interactive and security applications for the broadcast, production, business, industry, government, medical and education sectors through a network of authorized systems integrators.

About Sony of Canada Ltd.

Established in 1955, Sony of Canada Ltd. is a wholly owned subsidiary of Sony Corporation of Tokyo, Japan, a world leader in the manufacture and marketing of electronic and computer products for consumer, business, electronics publishing and multimedia applications on a global scale. With headquarters in Toronto, sales offices in Vancouver and Montreal and distribution centres in Coquitlam, British Columbia, and Whitby, Ontario, approximately 1,200 employees support a network of more than 500 authorized dealers and 80 Sony Style^(R) retail locations across Canada.

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