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SONY BRINGS OLED DISPLAY TECHNOLOGY TO PROFESSIONAL HD CAMERAS

*New viewfinder delivers precise focusing,
high contrast, high brightness and wide colour gamut*

May 15, 2008 – Toronto, Ontario – Sony of Canada Ltd., Canada’s leading electronic and computer products solutions provider for consumers and business, is unveiling its first colour professional camera viewfinder based on Organic Light Emitting Diode (OLED) technology.

The 11-inch (viewable area, measured diagonally) HDVF-EL100 model is Sony’s first non-consumer application of an OLED panel. Sony consumer OLED displays were introduced in January, and continue to generate strong demand.

“High-definition acquisition requires extremely precise focusing, allowing the operator to accurately see contrast and colour levels when framing a shot,” said Brian Young, Marketing Manager, Acquisition Systems, Broadcast Communication Solutions Group, Sony of Canada Ltd. “This new viewfinder is a perfect example of our unique ability to leverage the innovation and expertise from one part of our company and apply it in another area to meet customers’ needs.”

The viewfinder features a rugged design for the challenging environments often encountered by professional production crews.

Its pixel resolution is 960 by 540, and it also delivers a wide viewing angle, a wide colour gamut and extremely fast response time. Designed especially for professional camera operators’ use, a flexible mechanical design allows for comfortable operation, and a “stand-back” feature allows operators to remain a distance from the camera without sacrificing viewing quality.

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OLED panels help prevent light emission when reproducing dark shades, resulting in very deep blacks and a contrast ratio of more than 1,000,000:1. The lack of a backlight allows the device to control all phases of light emission from zero to peak brightness. The innovative technology delivers exceptional colour expression and detail without wasting power, so it is an exceptional energy-saver.

The new viewfinder is expected to be available later this year, with a suggested list price of approximately \$30,000.

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 about 79 Sony stores and a network of more than 500 authorized dealers across Canada.

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HDVF-EL100