



FOR IMMEDIATE RELEASE

SONY UNVEILS NEW LINE OF HD STUDIO CAMERAS AND MULTI-FORMAT PRODUCTION SWITCHER TECHNOLOGY

New Equipment Offers More Accessible Entry into HD Studio and Live Production for Broadcasters, Sports Venues, Houses of Worship, Schools and Government

April 8, 2009 – Toronto, Ontario – Sony of Canada Ltd., Canada’s leading electronic and computer products solutions provider for consumers and business, is introducing a new line of high-definition studio cameras and multi-format production switchers designed to provide broadcasters a high-quality, yet more accessible entry into HD production.

The new HSC-300 and HXC-100 cameras and MVS-6000 switcher are based on the proven performance of Sony’s HDC Series studio cameras and MVS Series switchers, which are the production tools of choice for TV broadcast and live event content creation.

“Considering the current budget realities of today’s professional who needs to move into HD broadcast and video production, we’ve developed a new line of complementary technology that delivers the legacy and control architecture of our flagship systems,” said Brian Young, Marketing Manager, Acquisition Systems, Broadcast Communication Solutions Group, Sony of Canada Ltd. “They are designed to offer extremely high-quality SD and HD images as well as versatility without any compromise in quality.”

Both cameras use Sony’s digital triax transmission technology. This allows customers to use their facility’s existing triax cable infrastructures for a seamless and cost-effective transition to digital transmission and ultimately to HD.

The HSC-300 camera is compatible with Sony’s existing large lens adaptors and can be used with triax cable runs of up to 1,300m. The HXC-100 model can be used for runs of up to 850m.

-more-

Both models feature a 2/3-inch Power HAD™ FX CCD with 2.2 million pixels, and are switchable between 1080i and 720P 50/60 Hz, with 525i and 625 SD modes available from the camera head and CCU. They offer comprehensive image controls with wide dynamic range and a 14-bit A/D.

The cameras offer a range of automatic features designed to minimize the adjustments necessary during production, including auto iris with multi-zone weighting, auto skin tone detail, auto knee, electronic colour correction, focus assist function and hyper gamma.

Their design is consistent with Sony's HDC-1500 series cameras, so users can share many of the same accessories such as remote control panels and master set-up units. The cameras are compatible with several Sony viewfinders (HDVF-200, HDVF-20A, HDVF-C35W, HDVF-550, HDVF-C730W and HDVF-C950W). The HSC-300 also works with existing Sony build up kits, allowing several configurations with long lenses and large viewfinders including the HDVF-700A, HDVF-9900 and new OLED HDVF-EL100 viewfinders.

MVS-6000 Switcher with ELC Automation

Sony is also expanding its successful line of MVS Series production switchers with the new MVS-6000, which inherits many of the capabilities of the MVS-8000G in a small and efficient design. The new multi-format switcher is expandable with up to 49 inputs, and is available in configurations up to 2.5ME.

The switcher offers options for internal format conversion, frame memory, and internal DME, and can be purchased as an SD unit and upgraded to multi-format via software at any time. Users can select smaller fixed control panel configurations, or the traditional MVS fully customized control panel for complete flexibility.

-more-

At the heart of the MVS-6000 switcher is Sony's new "System on a Chip" image processor. This technology embeds keyer and DME processing within the switcher's CPU, and enables multi-format switching, multiple key channels, transitions and DME functions to be carried out on one chip. This efficiency allows for a compact frame, high-speed effect processing, and low-power consumption, all at a reduced cost compared to the MVS-8000G.

The size and capabilities of the MVS-6000 make it the perfect companion for Sony's ELC automation software. The new software option, model ELC-MVS01, is designed for integration into standard- and high-definition news control room systems and is also available for the existing MVS-8000A and MVS-8000G model lines.

The ELC designation stands for "Enhanced Live-production Control System" because it adds efficiency to existing control room workflows while maintaining the creative flexibility that broadcasters require.

The system is centred on a simple-to-operate graphical user interface to control on-air devices including robotic cameras, audio mixers, and existing MOS-controlled devices.

The ELC automation option integrates into existing newsroom computer systems, such as iNews® or ENPS with an ActiveX window, allowing producers to maintain their existing workflow, and continue building their rundowns in one familiar interface. A simple drag-and-drop operation allows for pre-programmed command templates to be added into news story slugs. This generates a rundown in the ELC system that maintains a real-time synchronization with the news room computer system, so stories can be floated or rearranged with ease. At all times, full control of the switcher is available through physical interfaces so that going in and out of breaking news is seamless.

-more-

“With the new automation option, stations have the freedom to increase their frequency of newscasts with more weekend or overnight productions, while using their staff and resources more efficiently,” Willox said. “This lets producers automate their workflows without having to change their operational style or sacrifice production style.”

The HSC-300 and HXC-100 studio cameras are planned to be available in May, with basic systems starting at suggested list prices of CDN\$87,375 and \$57,375, respectively. The MVS-6000 is expected to be available this month with suggested list pricing for various system configurations to be announced.

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.

For further information, please visit us at www.sonybiz.ca or the Sony Canada newsroom at www.sonybiz.ca/newsroom, or contact:

Cherie Gibson
Marketing Communications Manager
BCS Group
Sony of Canada Ltd.
(416) 495-2982
cherie_gibson@sony.ca

Mike Martin / Cassie Jeysman
Strategic/Ampersand
(416) 961-5595
mike@stratamp.com
cassie@stratamp.com



HXC-100



HSC-300



MVS-6000