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SONY RELEASES NEW HDV CAMCORDER, RECORDING UNIT AND ACCESSORIES

Camcorder offers fixed “G Lens,” native progressive recording and HYBRID media flexibility with optional Memory Recording Unit

March 3, 2009 – Toronto, Ontario – Sony of Canada Ltd., Canada’s leading electronic and computer products solutions provider for consumers and business, today released the latest generation of HDV™ production technology with a new professional compact camcorder, the HVR-Z5U, and a Compact Flash™ (CF) memory recording unit, the HVR-MRC1K. Sony also introduced a consumer version of the HVR-Z5U, called the HDS-FX1000 and a variety of new accessories designed to enhance HDV users’ shooting experiences.

The HVR-Z5U professional camcorder features a new fixed Sony “G Lens” system, native “Progressive” recording capabilities, increased sensitivity for low-light conditions and an array of other features designed for live events, general TV production, videographers, budget movie-makers and corporate video production professionals. The HVR-MRC1K memory recording unit offers a CF recording option, not only for the new camcorder, but also for all existing Sony professional HDV and DVCAM camcorders.

“Creating a product to rival the phenomenal success of the HVR-Z1U was always going to be a challenge, but the fantastic feedback we got from our existing users has helped us do just that with this new camcorder,” said Brian Young, Marketing Manager, Acquisition Systems, Broadcast Communication Solutions Group, Sony of Canada Ltd. “Our engineers met with various customer groups to understand where we could improve on the Z1U and we are delivering this product based on those customer suggestions.”

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The HVR-Z5U employs the latest generation of Sony's new 1/3-inch 3 ClearVid CMOS Sensor™ system enhanced by the latest technology of Exmor™. The same imagers are employed in the successful HVR-Z7U and HVR-S270 cameras.

With its 45-degree rotated pixel layout, the 3 ClearVid CMOS Sensor system offers sufficient pixel surface area for excellent sensitivity while maintaining image resolution of 1920x1080. The technology of Exmor™ features a unique column-parallel analogue-to-digital conversion technique and dual noise cancelling, resulting in high quality digital signals with extremely low noise, similar to the imaging technology used in the PMW-EX1 or EX3 XDCAM EX camcorders. The integration of the two technologies allows the HVR-Z5U to perform significantly better in low-light environments with a sensitivity of 1.5 lux.*

The camcorder's shooting flexibility is further increased through the addition of a brand new fixed "G Lens." This sophisticated lens incorporates Sony's unique optical design and quality control and has been optimized to complement the camcorder's advanced image sensor and image-processing technology. This lens offers a very wide 29.5mm angle lens and brand new 20x optical zoom, as well as three ND filters (1/4, 1/16, 1/64) along with independent manual/auto focus, zoom and iris rings.

The HVR-Z5U also offers videographers a broad range of image control and frame rate options including 1080/30p and 1080/24P true native "Progressive" recording along with the usual flexibility to switch between HDV/DVCAM and DV recording (1080/60i, 480/60i). As with the HVR-Z7U, 50Hz operation will also be made available via an optional (chargeable) service upgrade at Sony of Canada Ltd. service centres. The HVR-Z5U can down-convert material from HD to SD, and output the video signals through its i.LINK interface and other SD output connectors. HDMI output is also available.

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The HVR-Z5U is equipped with the same new XtraFine™ LCD and XtraFine EVF as seen on the HVR-Z7U and HVR-S270U, which offers high-resolution and high-contrast images with remarkable colour reproduction at 6500 degrees Kelvin. It can deliver more than 60 minutes of recording time on a single miniDV or HDV videotapes, and approximate recording times of 63 minutes** with Sony's DigitalMaster cassettes (PHDVM-63DM).

HVR-MRC1K – New HYBRID Memory Recorder

The HVR-MRC1K was previously only supplied as an accessory with the purchase of an HVR-Z7U or HVR-S270U, but due to strong customer feedback it is now be available as a standalone product that can be used with any existing 1080 HDV or DVCAM camera. The HVR-MRC1K provides the benefits of solid state recording and faster-than-real-time NLE ingest with a CF card, while providing low cost back-up and archive recording on the camera with tape.

The HVR-MRC1K demonstrates Sony's commitment to offering HYBRID recording options. The choice of media (Tape or CF), format recorded (HD&HD, HD&SD, SD&SD) and workflow (direct archive with tape or high speed NLE ingest with CF) can now be realized by all existing professional HDV users.

This unit captures the HDV1080i, DVCAM, or DV stream via i.LINK output from the camcorder and allows users to record HDV/DVCAM/DV files to a standard CF solid-state memory card, while users can simultaneously record to tape. The recording times on an 8 and 16 GB CF card in HDV, DVCAM and DV format are approximately 36 and 72 minutes, respectively.

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The new HVR-Z5U has been designed specially to work seamlessly with the optional HVR-MRC1K memory recording unit, offering direct docking attachment for power and i.LINK on the rear of the camcorder, eliminating the need for cables. Alternatively, the HVR-Z5U can be used with other HDV/DVCAM or DV*** cameras with the supplied cold shoe mount and battery/i.LINK interface adapter. The unit automatically synchronizes with the recording action of the camcorder and inputs and outputs an HDV/DVCAM/DV stream.

“The ongoing development of the HYBRID recording concept used in the MRC1 is very exciting for Sony and the production industry,” added Young. “The ability to use any Sony professional HDV or DVCAM or even DV*** camcorder automatically gives customers the choice to migrate to a tapeless workflow on their terms, while still enjoying the low-cost benefits of tape. Backwards compatibility has always been a design goal for Sony. This product is another great demonstration that we are listening to our customers.”

Accessories

Sony has also introduced a range of new additional HDV accessories to enhance the experience of HDV users in a variety of shooting situations. They include the following:

RM-1000BP Remote Commander

- Multifunction LANC Camera Control Remote for studio and production applications
- Remotely controls all main camcorder functions including Iris, Gain, White Balance, Paint, Picture, Profile, etc.
- Better Human User Interface (HUI) for professional production applications

VCL-HG0872K Wide Conversion Lens

- High-resolution wide conversion lens**** and matte box for the HVR-Z5U
- Bayonet mount for quick and easy attachment
- Supports large French Flag and 4 x 5.65-inches filter holder
- Quick and convenient integrated lens shutter (hood)

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LCS-BP1BP Soft Carrying Case

- Custom backpack-style carrying case with shoulder and waist straps
- Supplied storage for accessories in protective pouches
- Optional VCT-SP1BP camcorder support can be attached
- Fits all Sony HDV handy type and EX1 cameras

LCH-GT1BP Hard Carrying Case

- Hard shell carrying case, custom-designed for Sony's handheld camcorders and accessories
- Integrated wheels for easy transport

HVL-LBPA Battery Video Light

- New version of the popular HVLLBP with a supplied indoor/outdoor colour filter kit
- (5,500K to 3,200K)

RM-BP1

- Professional Lanc zoom/focus controller for HDV cameras

SH-L32WBP

- LCD hood for HVR-Z5U, HVR-S7U and HVR-S270
- Incorporates a unique folding design, allowing the hood to remain on the camcorder even when the camera is placed in a camera bag

VCT-SP1BP

- Weight support system for handheld camcorders
- Distributes weight to the shoulder and hip, reducing weight on the arm

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ACVQL1BP

- Quad position battery charger
- Can charge two batteries simultaneously and two pairs of batteries sequentially

Pricing and availability

The HVR-MRC1K is available now at a list price of CDN\$1,210. The HVR-Z5U is available now at a list price of \$5,990.

The list prices for the accessories are:

- RM-1000BP Remote Commander – \$1,400
- VCL-HG0872K Wide Conversion Lens – \$1,100
- LCS-BP1BP Soft Carrying Case – \$325
- LCH-GT1BP Hard Carrying Case – \$850
- HVL-LBPA Battery Video Light – \$675
- RM-BP1 – \$285
- SH-L32WBP – \$85
- VCT-SP1BP – \$970
- ACVQL1BP – \$580

Further information on the HDV product range can be found at www.sony.ca/hdv.

*At 1/30 shutter, auto iris and auto gain

**In HDV format

***DV compatibility cannot be guaranteed with all camera models

****Lens will also fit the HVR-Z7U and HVR-S270 with additional lens support

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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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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

