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## **SONY LAUNCHES 1080i HIGH-DEFINITION COMPACT POV CAMCORDER FOR PROFESSIONAL VIDEO APPLICATIONS**

*New camcorder with separate camera-head and control unit allows  
HD shooting from angles never experienced before*

**March 3, 2009 – Toronto, Ontario** – Sony of Canada Ltd., Canada's leading electronic and computer products solutions provider for consumers and business, today announced the availability of a new full high-definition compact point-of-view (POV) camera, model HXR-MC1. Its unique design separates the camera head from the control unit, giving professional users more flexibility to capture shots in video applications where increased mobility is required beyond the use of traditional hand-held or shoulder-mount cameras, such as extreme sports, reality TV, documentaries, nature, wildlife and more.

The new camera achieves its balance of compact size, light weight and superb image quality through a design and recording format similar to Sony's consumer camcorders. The HXR-MC1 records up to six hours of content onto a 16GB Memory Stick PRO™ media using AVCHD compression, which is an MPEG long GOP codec already used in consumer video products.

The HXR-MC1's SD mode also uses MPEG long GOP compression, enabling customers to enjoy longer recording time per GB, as well as a lower cost of media per minute. This approach is consistent with Sony's current line-up of MPEG professional camcorders, including the HDV™, XDCAM® HD optical and XDCAM EX™ series.

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“Video technology providers have recognized MPEG long GOP as a professional standard,” said Brian Young, Marketing Manager, Acquisition Systems, Broadcast Communication Solutions Group, Sony of Canada Ltd. “Cost per recording minute of media is critical to professionals, and this extremely compact camera gives professional customers more mobility and flexibility in capturing broadcast-quality images in certain challenging and niche video applications. Video crews often combine professional and consumer technologies to meet their diverse production requirements.”

Sony also continues to support and reinforce the well-established HDV infrastructure by adding newer models including the HVR-Z5U hybrid camcorder and HVR-MRC1K Compact Flash media adaptor.

Also, according to Young, the HXR-MC1 camera is intended to fill a niche that Sony’s existing professional camcorder products have not fully addressed due to size and other factors.

The HXR-MC1 camcorder has full HD 1920 x 1080 resolution, and features Sony’s ClearVid CMOS Sensor™ system enhanced by Exmor™ technology, also used in Sony professional camcorders and digital SLR cameras. With a 45-degree rotated pixel layout, this type of imager offers sufficient pixel surface area while maintaining high resolution. The Exmor technology features a unique column-parallel analogue-to-digital conversion technique and dual noise cancelling, resulting in high-quality digital signals with extremely low noise.

Even with a 10x optical zoom and a built-in microphone, the camera measures only 1 1/2 x 1 11/16 x 3 1/2 inches, allowing it to be attached to various devices such as helmets or cars. Screw holes on the bottom of the unit make mounting easier. It is also splash-resistant for use in the rain.

Recording and playback are performed within the HXR-MC1’s control unit, eliminating the need for external recording devices or facilities. The combination of Exmor and CMOS sensor technologies results in low power consumption and maximum battery operation of up to 405 minutes.

The control unit has a 2.7-inch (viewable area, measured diagonally) 210,000-pixel 16:9 LCD panel that uses ClearPhoto LCD plus. All menu settings can be done using the touch-screen LCD panel. For example, set-up during shooting or video operation can be carried out simply by touching the LCD panel. Users can shoot, play back video, change settings, and edit pictures by selecting a category from the “HOME MENU.”

The control unit is also equipped with a recording button, zoom lever, and manual control dial, so users can control the camera remotely while watching the images. External monitors or remote control devices are not needed.

Sony’s Memory Stick PRO Duo media is the optimum recording media for the compact HXR-MC1 control unit. In HD recording mode, video is recorded in AVCHD, which uses MPEG-4 AVC/H.264 compression, the same method used in Blu-ray Disc™ technology. If SD recording mode is selected, video is recorded in MPEG-2.

The HXR-MC1 compact POV camcorder is available now, with a suggested list price of CDN\$2,600. The ACC-H1BP accessory kit for the HXR-MC1, which includes a wide angle lens adapter, dual battery charger, extra battery, wired remote control and system soft case is available for a suggested list price of \$575.

### **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<sup>(R)</sup> retail locations across Canada.

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