



FOR IMMEDIATE RELEASE

SONY UPGRADE FOR PCS-XG80 CREATES MORE LIFELIKE VIDEOCONFERENCES

Free upgrade for existing PCS-XG80 customers includes CD-quality audio and improved HD video transmission in low-bandwidth conditions

March 16, 2009 – Toronto, Ontario – Sony of Canada Ltd., Canada’s leading electronic and computer products solutions provider for consumers and business, is enhancing the functions and capabilities of its industry-first 1080i high-definition videoconferencing technology, the PCS-XG80 system, with the release of version 2.03, planned for availability later this month.

New features will include compatibility with the MPEG-4-AAC-LD and MPEG4-AAC-LC audio formats and HD video transmission capabilities at narrow bandwidths (768Kbps) and in unstable public IP network or ISDN environments.

“The enhancements enable businesses to conduct more realistic ‘face-to-face’ videoconferences” said Rick Perkins, Marketing Manager, Videoconferencing, Public Displays and Digital Signage, Broadcast Communication Solutions Group, Sony of Canada Ltd. “They now have the flexibility of selecting HD or mixed-format audio environments, with higher levels of capacity and scalability and they can communicate with a much greater number of endpoints with CD-quality audio, over both synchronous and asynchronous networks.”

Version 2.03 enables support for existing and emerging videoconferencing applications including immersive, room and personal HD 3D telepresence, and broad-scale desktop video collaboration, as well as traditional videoconferencing.

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This new system version offers built-in Quality of Service (Intelligent QoS) to maintain a connection even in low bandwidth conditions, with more than 10 per cent packet loss within network environments.

Users can also seamlessly share PC data in HD at 30 frames per second. Dual stream functionality lets users send two separate parallel streams of live, HD information. Both live camera view and animated PowerPoint® data, for example, can be displayed in HD on two different screens or projectors at a remote site.

Featuring six-site multipoint conferencing, users can call up to five other remote sites to simultaneously meet, with multi-language support for 23 different languages available through easy-to-navigate menus.

V 2.03 is a no-charge upgrade for the PCS-XG80 and will be available later this month.

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

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