



**FOR IMMEDIATE RELEASE**

## **SONY EXPANDS XDCAM HD422 SERIES WITH NEW CineAlta® CAMCORDER AND DECK**

*New features include under- and over-cranking, 24P capability,  
standard-definition recording and linear editing*

**April 14, 2009 – Toronto, Ontario** – Sony of Canada Ltd., Canada's leading electronic and computer products solutions provider for consumers and business, introduced new additions to the XDCAM® HD422 Series of optical disc products that deliver enhanced flexibility ideal for motion picture and TV episodic production, as well as for ENG/EFP applications.

As new CineAlta® family members, the PDW-F800 camcorder and PDW-F1600 deck expand the capabilities of the XDCAM® MPEG HD422 codec first offered in the well-established PDW-700 camcorder and PDW-HD1500 and deck.

The new PDW-F800 and PDW-F1600 both offer a native 23.98P frame rate in 1080 4:2:2 HD mode and multi-format recording flexibility as standard – including support of legacy formats (MPEG IMX®, DVCAM™ and 4:2:0 HD content). They also provide multi-format (1080i/720P) recording, as well as HD/SD conversion and cross-conversion during playback between 1080i and 720P.

In addition to full compatibility with the PFD-23A single layer optical disc, users can record HD content (approximately 95 minutes at 50Mbps) to the dual-layer 50GB version of Sony's optical Professional Disc™ media, model PFD50DLA.

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The PDW-F800 adds variable frame rate recording for slow and quick motion capabilities, also commonly known as “over-cranking” and “under-cranking.” This is a critical feature for cinematographers and directors of photography who need the flexibility of changing frame rates to create unique “looks” and motion effects for their productions. The ability to shoot at slower or faster frame rates than playback delivers high-quality motion effects. These effects can be played back and viewed in the camera’s viewfinder or on the large, easy-to-view, 3.5-inch (viewable area, measured diagonally), flip-out colour LCD screen, so any creative adjustments can easily be made on-site.

The camcorder uses three of Sony’s new 2/3-inch Power HAD™ FX progressive CCDs that produce a resolution of 1920 x 1080 or 2.2 Million effective pixels, while also delivering high quality, four-channel, 24-bit audio recording.

An image inverter feature enables the camera to be used with cinema lens adaptors, and a variety of gamma options include four standard CineAlta® HyperGamma settings as well as user-customizable gamma curves. A new focus assist system puts a bar-graph display visible in the camera’s viewfinder which indicates the image sharpness for critical focus situations. In addition to the full resolution and proxy video recording to the optical Professional Disc™, users can simultaneously record the proxy data to USB-removable media. This not only makes transferring data easier and faster, but also allows various production team members to work at the same time with the captured content for viewing, logging and frame-accurate editing.

The new camcorder also features auto-tracing white balance hold, output markers such as safety, aspect, and centre on the HD-SDI output, 2x focus magnification, slow shutter, interval recording, picture cache recording (up to 30 seconds), disc exchange cache, “shock-less” gain, clean switching between the “live” and “playback” functions, a dual-optical filter wheel in addition to an electronic colour correction system. The 2x digital extender enhances zoom capabilities, enabling images to be doubled in size without any loss of image sensitivity.

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Option boards are also available to enable pool-feed record operation and a built in wireless receiver slot can accommodate Sony's new Digital Wireless Microphone system providing two high quality digital audio channels in a single slot.

The PDW-F1600 XDCAM HD422 recording deck builds upon the features of the PDW-HD1500 model and can be used for file-based recording in studio and field operations. A Gigabit Ethernet data drive can write any flash memory file format from any codec onto the optical disc media and files can then be previewed using a Web browser, transferred over IT networks and easily archived and accessed by multiple people simultaneously.

The new deck adds an insert/assemble editing capability that allows it to operate as a recorder in a linear editing system – just like a conventional VTR.

It delivers high-quality, industry-leading, eight-channel, 24-bit audio recording, and has a dual optical pick-up for higher-speed file transfer. A 4.3-inch (viewable area measured diagonally) colour LCD display and built-in speakers are incorporated, and the unit can be battery-operated or used with AC and DC power sources.

The PDW-F800 camcorder and PDW-F1600 deck are both expected to be available in June at suggested list prices of CDN\$52,500 for the PDW-F800 and \$35,600 for the PDW-F1600.

### **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.

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### **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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PDW800



PDW-F1600