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SONY EXPANDS FAMILY OF XDCAM HD422 PRODUCTS WITH NEW HIGH-DEFINITION FIELD RECORDER

*New PDW-HR1 delivers high-speed file transfers and
legacy format support for greater production flexibility*

March 2, 2009 – Toronto, Ontario – Sony of Canada Ltd., Canada’s leading electronic and computer products solutions provider for consumers and business, today expanded its family of Sony’s XDCAM® HD422 Professional Disc™ systems with a new high-definition field recorder, model PDW-HR1. This mobile unit is designed as the ideal ENG/EFP complement for Sony’s newest XDCAM HD422 optical camcorder while also supporting legacy formats including MPEG IMX®, DVCAM™ and 4:2:0 HD 24P content.

“With its fast file-based operations and HD production flexibility, this new recorder is perfect for applications where speed is a key concern, such as pool feeds, documentaries, or reality programming,” said Calvin Judges, Marketing Manager, Storage Systems, Broadcast Communications Solutions Group, Sony of Canada Ltd.. “It’s compact enough to fit in a car or helicopter, and also offers 4:2:2 HD image quality for TV or motion picture production, where the right look is critical.”

The recorder features a built-in up/down converter, and provides multi-format (1080i/720P) recording flexibility, as well as HD/SD conversion and cross-conversion during playback between 1080i and 720P. It has 24P (23.98) record/playback capability for 4:2:2 HD content as a standard feature, making it suitable not only for ENG/EFP, but also for use in an HDCAM SR™ production workflow, recording content acquired by Sony CineAlta™ cameras.

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A range of video and audio interfaces allows for easy interoperability with other devices and editing systems, with connectivity via HD-SDI in/out, HDMI™ out, SD-SDI in/out, composite in/out Gigabit Ethernet, RS-422A control and optional i.LINK® TS in/out and DVB-ASI out.

The PDW-HR1's user interface is designed with a "VTR-like" jog/shuttle operation, with control either through the front panel or a remote control unit. A 9-inch (viewable area measured diagonally) colour LCD display and built-in speakers are also incorporated, and the unit can be battery-operated or used with AC and DC power sources.

Users can record HD content to the dual-layer 50GB version of Sony's optical Professional Disc™ media, model PFD50DLA – approximately 95 minutes at 50 Mbps, 150 minutes at 35Mbps, and 200 minutes at 25Mbps HD. It can also handle content on PFD-23A single layer discs.

Other features include scene selection for EDL-based clip editing and trigger REC on SDI.

The PDW-HR1 recorder is expected to be available in June at a tentative list price of CDN\$27,000.

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 a network of more than 500 authorized dealers and 80 Sony Style^(R) retail locations across Canada.

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