



FOR IMMEDIATE RELEASE

SONY EXPANDS ITS NXCAM FAMILY OF PRODUCTS

TORONTO, ON, March 23, 2011 – Sony of Canada is unveiling the newest additions to its NXCAM® family of professional video products: the NEX-FS100U, an E-mount camcorder equipped with a Super 35mm CMOS sensor, and the compact HXR-NX70U, the industry's first rain- and dust-proof professional HD camcorder. The new camcorders join Sony's existing NXCAM model HXR-NX5U to deliver an impressive range of options, creativity and flexibility for production professionals. These new professional camcorders are based on extensive customer feedback in the NXCAM™ line-up.

“These new camcorders fill an important void in the digital handheld production market”, said Raj Rawana, Vice President of Marketing, Professional Solutions Group. “They combine affordability and high performance with a rich, “distinctive” look for a range of applications – including commercial video, music video and many others.”

First premiered to the public last November as a prototype, the NEX-FS100U Super 35mm camcorder is equipped with an Exmor™ Super35 CMOS sensor. The large-format sensor's high sensitivity enables it to produce footage with shallow depth of field similar to that of a film camera.

The sensor also features the optimum number of effective pixels for shooting HD moving targets. At a high 60fps in all-pixel scan mode, this allows images to be captured with less colour aliasing, jaggedness and rolling shutter than DSLR cameras, while providing the sensitivity necessary for shooting at a minimum illumination of 0.28lux (when using a fixed shutter speed of 1/30, auto gain and an iris setting of F1.4). Another advantage of Exmor technology is minimal noise when shooting low-light scenes.

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The NEX-FS100U adopts the Sony E-mount interchangeable lens system. The camcorder's very short flange back distance (the distance between the lens mount and sensor surfaces) allows various Sony A-mount lenses to be used via a mount adaptor (LA-EA1). It is also possible to attach a range of other lenses, using compatible third-party mount adaptors.

The NEX-FS100UK lens kit model comes supplied with the E18-20mm F3.5-6.3 OSS zoom lens which gives users optical SteadyShot™ and auto focus. The SEL18200 lens supplied with the NEX-FS100UK enables shooting in illumination as low as 1.5lux when using a fixed shutter speed of 1/30, auto gain and auto iris.

The NEX-FS100U also accepts affordable and readily available compatible SD, SDHC and SDXC cards, and Memory Stick PRO Duo™. It is capable of recording images at various frame rates providing the added creative freedom of Slow and Quick motion with full HD. The camera operator can simply adjust the frame without using converters or editing software. The grip, handle and hybrid LCD viewfinder are detachable, making it ideal for handheld scenes and shooting in confined locations.

HXR-NX70U – first dust –and rain-proof professional HD camcorder

The main unit of the HXR-NX70U has been proven to reach dust-proof and rain-proof performance requirements, specified by IEC60529 IP54. Sudden rain or dust will not affect the camcorder's operation, allowing the HXR-NX70U to perform in even the most challenging shooting environments.

The camera incorporates an Exmor R CMOS sensor to deliver superior quality low-light footage and enhanced manual controls to give the precision pro shooters need when capturing high-quality HD content.

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CinemaTone™ technology captures stunning footage with deeper, more film-like colour tones and the wide angle Sony G™ lens can take in more of the action, producing sharp images with brilliant accurate colour reproduction. The optical Steadyshot image stabilization with Active Mode compensates for greater degrees of camera shake to deliver smooth video from wide angle to full telephoto perspectives. A built-in GPS receiver makes the HXR-NX70U an ideal choice for journalists and documentary makers as it gives them the ability to “geotag” footage when on location.

Each of the new cameras is planned to be available in the fall of 2011, at the following suggested list prices:

- NEX-FS100U (without lens) – \$5,850.00 CDN
- NEX-FS100UK (with lens) – \$6,550.00 CDN
- HXR-NX700U - \$3,200.00 CDN

About The Professional Solutions Group

The Professional Solutions Group is a division of Sony of Canada Ltd., headquartered in Toronto, Ontario. PSG 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 1,000 employees support a network of more than 500 authorized dealers and 57 Sony Style^(R) retail locations across Canada.

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