



**FOR IMMEDIATE RELEASE**

## **SONY EXPANDS FULL LINE OF HD SECURITY SYSTEMS WITH NEW IPELA PRODUCTS**

*More than 10 new cameras join encoders, recorders and software solutions on display at ISC West 2010*

**March 23, 2010 –Toronto, Ontario** - Sony of Canada highlighted more than 10 new high-definition network security cameras, along with its full complement of HD video security technologies at ISC West in Las Vegas this spring.

“Sony’s commitment to HD is evident in the release of our latest security products,” said Carlos Varela, Marketing Manager, Security Products, Sony of Canada Ltd. “Leveraging top quality imaging technology developed for broadcast and feature film work, Sony cameras offer integrators and end users the highest quality image in some of the most challenging security environments.”

The new HD cameras are grouped into three series. The E Series includes entry-level models that combine high picture quality and a robust feature-set at a cost-effective price. The X Series offers cameras for unique surveillance installations. Sporting an ultra-compact housing and stylish design, the X series is used in environments that require high performance in a small footprint. The V Series is Sony’s flagship line, incorporating the latest technological advancements, such as View-DR and Distributed Enhanced Processing Architecture (DEPA) Advanced.

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Sony's superior picture quality can be attributed to innovations such as View-DR and Exmor™ sensors. View-DR technology incorporates the latest in Wide-D technology with Visibility Enhancer, and XDNR allows these cameras to provide quality HD images, even in the most challenging backlit environments. Sony Exmor CMOS sensors ensure the capture of high definition images in low-light environments.

Many of the models incorporate in-camera analytics offering system feedback and image analysis in real time. The new cameras are available in a variety of form factors including minidome, fixed/box and some with a low-profile bullet shape. Most models are also available in weatherproof and vandal-proof versions for high traffic, outdoor installations.

Sony also showed new network encoders and storage servers. The Sony SNTEX104 is a stand-alone, 4-channel video encoder designed to meet a wide range of system requirements. This latest addition to Sony's full line of network video encoders is designed to facilitate the migration from analogue-based video systems to IP video surveillance. Unlike competitive encoder products, the SNT-EX104 incorporates proprietary Sony technologies including XDNR, Visibility Enhancer (VE) and Dynamic Frame Integration (DFI) that improve the quality of the analogue video signal for clearer, brighter and sharper images. Additionally, the SNT-EX104 can stream 30fps in D1 resolution in JPEG, MPEG-4 or H.264 and includes DEPA Advanced analytics.

The Sony NSR-1000-series of network surveillance recording servers provides network storage for analogue, digital, HD and SD cameras. With storage capacity ranging from 500GB to 4TB, each recorder can support up to 20 cameras. These recorders utilize an open-platform design for easy setup and operation, and even work with equipment from other manufactures, including the selected Axis IP cameras. The NSR-1000 server includes monitoring and search modules that incorporate Sony's DEPA technology to increase the accuracy of object detection capabilities.

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“The hallmark of Sony’s full line of security products on display at ISC West 2010 is ease of installation and operation,” said Varela. “This means Sony offers flexibility; must-have features and reliability in its HD cameras, encoders, servers and recorders for analogue and IP systems.”

### **IPLELA HD Cameras by Series**

- V Series – SNC-CH240, SNC-CH280, SNC-DH240, SNC-DH240T, SNCDH280, SNC-CH140, SNC-CH180, SNC-DH140, SNC-DH140T, SNC-DH180
- E Series – SNC-CH120, SNC-CH160, SNC-DH120, SNC-DH120T, SNC-DH160
- X Series – SNC-CH210

For more information, please visit: <http://www.sony.ca/ip/>

### **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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