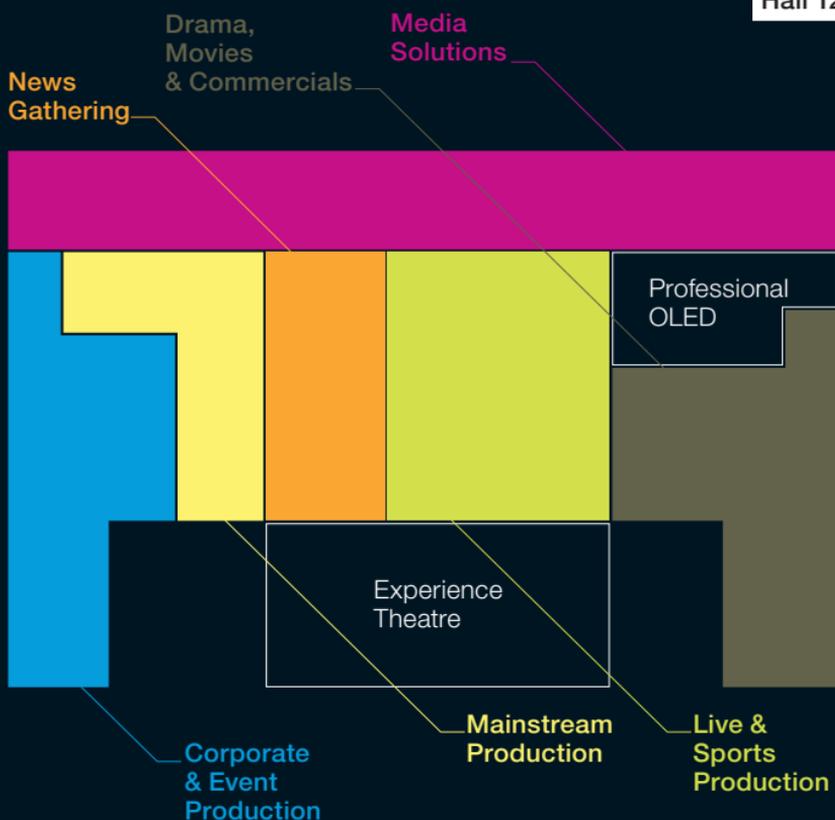


IBC 2011

New Product Guide

Hall 12



SONY
make.believe

QR-Codes

QR-Codes are designed to be read by your mobile phone and direct you to the relevant Sony web page.

To work, you need QR Reader software on your phone (you can check if you have it or download from the link below), you then take a photo of the QR-Code with your camera and it brings up the web page in your browser.

It is that easy.

How to read the QR-Codes in this guide

1 READY?

Visit from your cellphone browser application, one of these websites:

Blackberry reader
<http://appworld.blackberry.com/webstore/content/1102>

or

For other phones
<http://reader.kaywa.com>

or

Check out which reader your phone needs on the web

2 SET?

When at the website, your cellphone will ask permission to download the reader application. Accept, download and install.

3 GO!

You are now ready to read the QR-Codes from your phone. Simply open the application on your phone, point the phone's camera at the QR-Code you want to read, take a picture and the software will direct you to the relevant web page for more information about the product.

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Welcome to Sony at IBC 2011

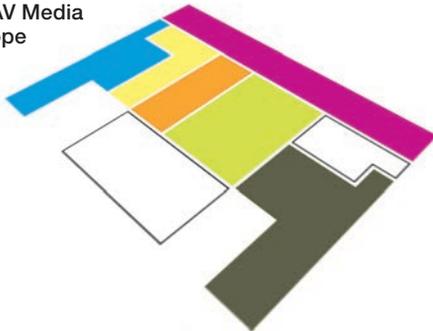
Dear Colleagues,

This year, IBC is an exceptional one and demonstrates Sony's unique technology leadership. 4K, OLED, SRMaster and the new HDC-2500 camera are only a few examples of our ability to innovate beyond the competition and help the industry move forward. This year, in the quest to become even more responsive to customers needs, we have decided to organise the stand not by products but by application segments. Hopefully, this should help our customers focus more into their own area of interest as a more cohesive representation of their day-to-day work.

Finally, grouping our Sony Specialist Dealers, Prime support, Training, Sony Financial Services, and Sustainability should help illustrate the effort we put to constantly build added-value to our customers by surrounding the product/solution offering itself.

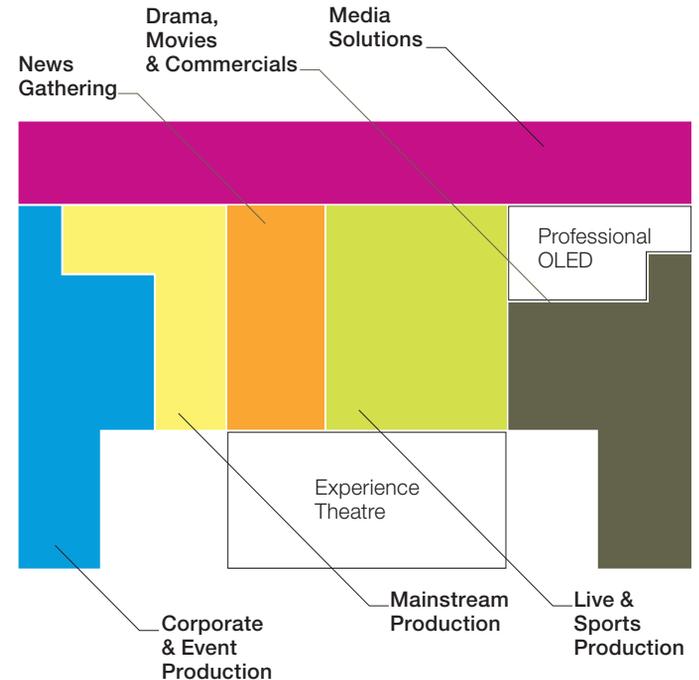
Enjoy the show!

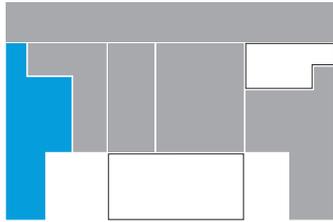
**Olivier Bovis, Head of AV Media
Sony Professional Europe**



Plan and bird's eye view of Sony's IBC 2011 Stand — responding to customer needs.

The Sony Stand: Customer Application Segments





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Corporate & Events

Today's business environment is changing rapidly with clients adapting to new and emerging technology shifts. With this in mind, at IBC 2011, Sony will showcase new products and solutions for your Corporate and Event business, whether this is the move to affordable Super 35mm camcorders, developments in 3D or cost-effective end-to-end solutions for your live production, content management and content delivery requirements.

You begin your journey at the Creative Acquisition area where on-hand experts guide you through the myriad of options for shooting with new affordable creative looks, achievable with Sony's PMW-F3 and NEX-FS100EK Super 35mm camcorders. Also featured, along with Lenses and Lens adaptors, will be Sony's range of Professional Audio products offering superb sound to match superb HD images, plus professional accessories to complete your shooting kit.

Moving round to the camera set, new developments in the popular NXCAM line-up will be featured, such as the compact 2D/3D NXCAM HXR-NX3D1E camcorder, bringing professional 3D production to a wider audience, and the 'splash and dust-proof' NXCAM HXR-NX70E camcorder, offering unique protection for your production.

For live production applications, whether in the studio or at a live event, you will see the new HXC-D70 HD multi-core studio camera, PMW-350K XDCAM EX camcorder with integrated studio adaptor and the BRC-Z330 robotic PTZ camera. Linking through to the production control area where camera control options are featured.

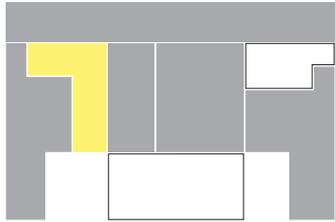
On the production desk we will show both the new entry level MCS-8M audio and video switcher as well as the larger DFS-900M system. Both switchers will be shown integrated with sources from the camera set as well as a variety of local devices.

The Vegas Pro workstations will showcase 2D and 3D workflows, along with DVD and Blu-ray Disc™ authoring solutions. Editors rely on Vegas Pro for its broad format support, superior video effects processing, and the most powerful audio tools available in an NLE. Stop by to learn about the upcoming Vegas Pro 11 application and how its array of editing and production functions can help you deliver your project in a broad range of professional formats.

Finally you will see Opsigate, which is a web based end-to-end content management and delivery platform, demonstrating XDCAM ingest, IP room capturing for IPTV, kiosk video on demand, digital signage and a webcasting solution featuring the new Sony Tablet.

Mainstream Production

IBC 2011



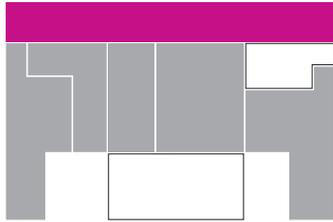
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Mainstream Production

This year XDCAM offers a complete workflow solution for Mainstream Production. The launch of the XMPilot metadata management solution at IBC 2011 offers vast efficiency and colossal speed improvements, reducing overall time and resource spending throughout your production. In synergy with the already super fast PMW-500, the XMPilot presents the ultimate solution where speed is paramount. Also, see the recently launched XDS server/deck family range, quad-layer Professional Disc compatible PDW-U2 and the XDJ-1000 XDCAM Juke – an attractive and compact Professional Disc archive solution ideal for Production and Post.

Also featured within Mainstream Production are the XDCAM EX family of products, including the PMW-350K XDCAM EX camcorder with integrated studio adaptor. Also being shown is the PMW-TD300 XDCAM EX 3D shoulder camcorder.



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Sony Professional Services designs, installs and supports fully integrated solutions for the capture, storage and distribution of audiovisual assets. We are experts in the Media Content Workflows and our services are delivered to a wide range of media and corporate organisations throughout Europe. The portfolio we will show at IBC is mainly composed of:

Media Backbone Conductor (p148)

A Workflow Orchestration and Integration Platform that simplifies the integration of Digital Production Islands and delivers a truly end-to-end Tapeless Environment.

Media Backbone Sonaps (p147)

Sonaps is a production solution that integrates every aspect of news, magazine and sports production – from planning, acquisition and editing to playout, distribution, streaming and archive.

Media Backbone HDXchange (p152)

HDXchange makes it quicker and easier to get great-looking content ready for a wide range of play-out platforms – from conventional broadcast, tape and DVD to the web, IPTV and mobile devices

Broadcast Networks Land Rover Production Vehicle (p140)

Smallest Production Vehicle.

DAVE Football and Tennis – Data Augmented Video Engine (p142/144)

Video content is enhanced and augmented by graphical information sourced from sports data tools, enabling production and coaches to use this information to highlight specific events or characteristics of a match.

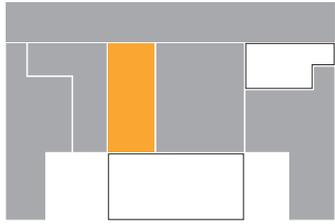
Picture Stitching (p134)

Picture stitching software for MPE-200 is an application that combines three camera signals into a single panoramic image that can be virtually browsed and output.

Whether your customers are looking to exploit the potential of high definition (HD), 4K or 3D best of class technologies, SOA, networked production, sophisticated archive systems, sports applications, or to upgrade your existing HD media systems – our experts can turn your vision into practical, sustainable and profitable solutions.

We work with all your customers' stakeholders, not only technical staff but your financial, operational and marketing teams, to make sure that the solution fits the dynamics of their organisation.

Our focus is on a strong partnership at all levels so we can add value to your customers' business.



Featured Products

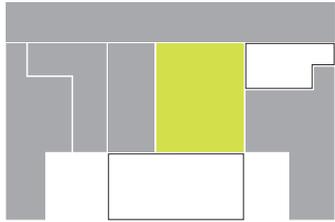
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News Gathering

We are showing the newest in Professional Disc and SxS based news gathering and ingest, starting with the SxS based 4:2:2 PMW-500, a range of new ingest systems such as the PDW-U2, the XDS-PD2000 and XDJ-1000 (Juke). Also included will be the XMPilot metadata system, with live logging and rich metadata throughout the workflow.

Sonaps is a production solution that integrates every aspect of news, magazine and sports production – from planning, acquisition and editing to playout, distribution, streaming and archive. Based on an open, standard IT infrastructure Sonaps workflow can be tailored from a small, portable, vehicle-based highlight editing platform to an enterprise-wide collaborative production environment.



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Live & Sports

In the live production area at IBC this year we will not only be able to demonstrate our range of studio cameras, vision mixers and picture processing equipment but will show these all integrated into a 3D production studio.

The area is divided into six zones:

Camera Set

Based around a snooker table we will showcase a range of studio cameras for both 2D and 3D applications. On display are the new HDC-2500 flagship HD fibre based and HSC-300 HD digital triax studio cameras, a PMW-TD300 3D XDCAM EX shoulder camcorder and a pair of HDC-P1 studio cameras on a 3D rig.

Camera Control

Showcasing our range of RCP and MSU control panels as well as the MPE-200 3D camera alignment application. We will also show the 2 x slo-motion capabilities of the new HDC-2500 studio camera working together with the powerful new SR-R1000 SRMASTER recorder.

Vision Control

Demonstrating additional software applications for the MPE-200 image processor. We will be showing both the 2D to 3D conversion and 3D Quality Control applications for the MPE-200.

Production Control

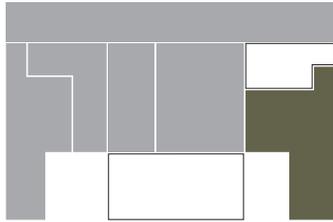
The heart of any studio control system will include the MVS-8000X production switcher working in 3D mode. The system will be mixing together the various 3D (and 2D converted) sources together with content from the memory-based SR-R1000 to produce the 3D programme.

Production Switcher

In a separate area we will demonstrate the latest addition to the MVS family of production switchers the MVS-7000X. This will be shown in 2D mode, integrated with a number of sources and include the MPE-200 FX box processor application.

DWX Digital Wireless Audio Solutions

Showcasing our totally digital DWX system for Multi-Channel Studio and Live Applications where compromise is not an option.



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Drama, Movies & Commercials

Sony has been developing technology for electronic motion picture capture for over 30 years, and today offers the most comprehensive line-up of Super 35mm digital cameras in the industry. Whether you are working on your first short film, creating commercials for global distribution or shooting blockbuster movies for 4K cinema release, Sony can help you realise your creative vision.

Your journey begins at a dedicated Drama, Movies, Commercials camera set. Here you can see our Super 35mm camera line-up in a real-world environment and get all the latest information from Sony specialists and independent industry experts.

The camera set features our entry level NEX-FS100EK NXCAM camera and the XDCAM EX PMW-F3, the latter configured with an external SR-R1 SRMASTER portable recorder for excellent quality recording onto ultra-secure SRMemory card media.

A major highlight on the camera set is the groundbreaking new F65 CineAlta digital motion picture camera. The F65 has redefined the performance level for digital acquisition offering exceptional picture performance for HD, 2K, True 4K acquisition and beyond.

From the camera set you can continue to two areas demonstrating workflows in both the HD and 4K domain. Each area highlights Sony's open approach to viewing, off-line and post production, with examples of file-based integration with systems from an extensive network of alliance partners. You can find out more about the SRMASTER family here, including the SRPC-5, SR-R1 and SR Memory card line-up as well as options for back up including ultra-safe recording onto HDCAM SR tape.

Be sure to also check out Sony's complete line-up of TRIMASTER EL Professional OLED Monitors, from the 7-inch PVM-740 for on-set applications to the 25-inch BVM-F250 and the BVM-E250 Master Monitor for the highest quality on-line editing and colour grading.

And to complete your journey, don't forget to check out the stunning display of pictures from the F65 projected via a Sony 4K cinema projector in our main on-stand theatre.

F65

CineAlta Digital Motion Picture Camera



The F65 takes Digital Motion Picture acquisition to a whole new level of performance.

It is the latest addition to the Sony CineAlta family, using an 8K 20M-Pixel CMOS sensor that runs up to 120Fps. From this imager, the F65 derives exceptional pictures in HD, 2K, True 4K resolution, and beyond – with a wide colour gamut, excellent dynamic range, and high sensitivity. A dockable SR-R4 SRMASTER Portable Recorder attaches to the camera for direct recording onto ultra-secure SRMemory media with 256GB, 512GB or 1TB capacity.



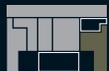
The F65/SR-R4 can be switched to record either 16-bit linear RAW or MPEG-4 SStP data on a project by project basis. Users can select either 16-bit linear RAW, as a gateway to a complete end-to-end 4K mastering workflow, or MPEG-4 SStP (HDCAM SR native) for exceptional quality HD recording.

And Sony has adopted an open strategy of providing Software Development Kits (SDKs) to alliance partner suppliers. This will facilitate widespread implementation of file-based F65 workflows within the most popular production and post production tools

(Please note that the F65 in the picture is shown with an SR-R4 and an HDVF-C30WR Colour Viewfinder fitted.)

| Market | Applications |
|---------------------------------------|----------------------------|
| Rental Companies and Cinematographers | Drama, movies, commercials |

| Top Features | Advantages | Benefits |
|---|---|---|
| Super 35mm sensor with 20.4Mpixels | Superb image quality in HD/2K and True 4K | Rental Companies can differentiate their facility from their competitors. Cinematographer can generate exceptional pictures |
| Records at up to 120FPS | Higher frame rate recording | Can promote for use on productions such as commercials that require a slow motion look |
| Records onto ultra-secure SRMemory card media using dedicated dockable SR-R4 SRMASTER Portable Recorder | Massive data rate at up to 5.5Gbps can be handled ensuring that material in genuine 4K resolution can be recorded | Rental Company can promote highest quality technology to differentiate their facility from their competitors. Removable media ensures easy workflow. Saves money compared with shooting on film |
| Recording can be switched between 16-bit linear RAW or HDCAM SR-native on a project by project basis | Shooting can be optimised for ultra-high quality True 4K projects or for a top end HD TV workflow | More opportunities for revenue for the Rental Company |
| Open strategy of providing SDKs to alliance partner manufacturers | F65 workflows can be integrated into a wide range of production and post production tools | Opportunity for Post Production Companies to further differentiate themselves at the top-end of the market |



SR-R4

SRMASTER Dockable Recorder for F65



This SR-R4 is an SRMASTER recorder for direct docking onto the new F65 CineAlta Digital Motion Picture Camera.

It can capture exceptional quality images from the F65 in either 16-bit Linear RAW or MPEG-4 SSiP (HDCAM SR native) format.

Up to 60 minutes of RAW data at 4K resolution can be recorded onto a single 1TB SRMemory card when shooting at 24P (24 minutes at 60P).



SRMASTER



| Market | Applications |
|---------------------------------------|----------------------------|
| Rental Companies and Cinematographers | Drama, movies, commercials |

| Top Features | Advantages | Benefits |
|--|---|---|
| Direct docking to F65 | Exceptional image quality in HD/2K and True 4K | Rental Companies can differentiate their facility from their competitors. Cinematographers can generate incredible pictures |
| Recording can be switched between 16-bit linear RAW or HDCAM SR-native on a project by project basis | Shooting can be optimised for ultra-high quality True 4K projects or for a top end HD TV workflow | More opportunities for revenue for the Rental Company |
| SRMemory | Long record duration up to 60 minutes onto 1TB SRMemory card at 24P when shooting RAW data in 4K | Efficient open workflow on set when shooting ultimate quality pictures. Peace of mind with ultra-secure SRMemory media |



SR-R1

SRMASTER Portable Recorder



The SR-R1 SRMASTER Portable Recorder has been designed for use with cameras which connect via HD-SDI. In standard configuration it applies either SR-Lite (220Mbps) or SR-SQ (440Mbps) compression to the video input. By adding an optional SRK-R311, it can also record using either SR-HQ (880Mbps) compression, or uncompressed as a native DPX file for exceptional image quality.

The recorder is equipped with two 3G-capable inputs and can record 3D pictures in 4:2:2. Full 3D RGB can be recorded onto a single SRMemory card when the option is installed.

The SR-R1 can record an RGB S-Log output from cameras such as the F35, SRW-9000PL and the PMW-F3, making it the ideal companion to a PMW-F3 in stand alone mode, or when used as a B camera to an F35 or SRW-9000PL.



SRMASTER

| Market | Applications |
|---|--|
| Rental Companies, Outside Broadcast Companies, some Owner Operators | Live events and sports, drama, movies, commercials |

| Top Features | Advantages | Benefits |
|--|---|--|
| SRMemory | Massive capacity up to 1TB with over 1H of recording onto a 256GB card in 4:2:2 at 1080/25P. High sustained data transfer rate and ultimate data security | Entirely new ways of working with ability to generate new revenue and save money |
| HDCAM SR rec/play (SR-Lite, SR-SQ as standard – SR-HQ and uncompressed with SRK-R311 option) | Recording can be optimised for required record duration and picture quality | Rental company can offer at a premium daily rate. OB company can use for high profile events for high profile HD channels |
| 4:2:2 2D and 3D recording as standard | Flexible operation with a range of cameras | Lots of opportunity for rental revenue |
| 3D RGB with option | Exceptional recording quality | Rental company can offer with PMW-F3 as B camera to F35 on a 3D shoot. |
| Frame accurate recording between SxS (in PMW-F3) and SRMemory (in Portable Recorder) | Synchronisation between on-line and off-line | Easy post production when using PMW-F3 in highest quality mode |



SR-PC4

SRMASTER Data Transfer Unit



IBC sees the first introduction of the SR-PC4. This new model has been designed for on set applications such as viewing, ingesting material from SRMemory media and generating dailies. A variety of common data interfaces including GbE, 10GbE and eSATA are provided.



SRMASTER

| Market | Applications |
|------------------|-------------------------------|
| Rental Companies | Drama, movies and commercials |

| Top Features | Advantages | Benefits |
|--|---|--|
| Supports full range of recorded data formats on SRMemory, from HD to True 4K | Can handle content from PMW-F3 up to F65 | Opportunity for Rental Company to generate revenue for a full range of productions |
| GbE, 10GbE*, eSATA* interfaces | Fast transfer from SRMemory card to network | Keeps the production running smoothly |
| Direct Data Copy to removable HDD | Fast back up during the shoot | Fits into existing familiar workflows |
| HD-SDI output and network interface with web GUI for control | Simple viewing on PC display. Full Quality Control viewing on Reference Monitor | Efficient operation on set |

*Using 3rd party PCIe board

SRPC-5

SRMASTER Data Transfer Unit



The SRPC-5 SRMASTER Data Transfer Unit is a versatile multipurpose device that can be used to view and ingest material from an SRMemory card into a networked HD, 2K or 4K post production environment. It can also be connected to an SRW- 5800/2 VTR (with HKSR-5804) to back-up content from an SRMemory card onto HDCAM SR tape.



SRMASTER

| Market | Applications |
|--|--|
| Rental Companies, Outside Broadcast Companies, Broadcasters for Studio Use, Post Production Houses | Live events and sports, drama, movies, commercials |

| Top Features | Advantages | Benefits |
|--|---|--|
| HD-SDI output and network interface with web GUI for control | Simple viewing on PC display. Full Quality Control viewing on Reference Monitor | Post house can incorporate SRMemory into each suite to keep them at the cutting edge |
| GbE interface as standard with option for 10GbE | Ultra-fast ingest from SRMemory | Reduced ingest time to keep the client happy |
| BNC link to SRW-5800/2 for fast ingest | Very fast ingest of material from SR tape (in SRW-5800/2) via 10GbE interface of SRPC-5 | Reduced ingest time to keep the client happy |
| BNC link to SRW-5800/2 for cloning (card to tape only). Available 2012 | Cloning and back up from SRMemory to SR tape at up to 2x normal speed (SR-SQ mode) | High speed cloning and back-up for highest security archiving |

SR-R1000

SRMASTER Memory Storage Unit



The SR-R1000 combines the familiar look and feel of a tape deck with four SRMemory card slots for an unprecedented level of operational power. The deck can be configured with up to four HD input or output ports, each of which can handle a 3D feed at up to 1080/422/60P for live events, as well as 3D feeds in 1080/444/RGB/30P for cinema applications. Optional internal storage and high speed networking, and lightening quick access to recorded material brings server-like capability, and a future roadmap to 4K interfacing ensures future proof operation for rental, OB, post production and studio use.



SRMASTER

| Market | Applications |
|---|--|
| Rental Companies, Outside Broadcast Companies, some Owner Operators | Live events and sports, drama, movies, commercials |

| Top Features | Advantages | Benefits |
|--|--|--|
| SRMemory | Massive capacity up to 1TB per card with high sustained data transfer rate and ultimate data security | Entirely new ways of working with ability to generate new revenue and save money |
| HDCAM SR rec/play (SR-Lite, SR-SQ and SR-HQ and uncompressed). | Exceptional picture quality with great reputation around the world | Rental company can offer at a premium daily rate. Post house can charge best rate for edit/grading. OB company can win business for high profile events for high profile HD channels |
| Modular I/O configuration | One output port is included as standard. Additional I/Os can be installed (eg. 3 in / 1 out, 2 in / 2 out, 1 in 3 out or 4 out). Each port can handle 3D or key/fill | One SRMemory Studio Deck can do the job of several VTRs for reduced cost, space, power consumption (especially in OB vehicles) |
| Simultaneous record and playback & fast random access | Rapid cueing up for slow motion replay | Original recording and stunt play from a single machine from multiple cameras |
| 2D, 3D and 1080P all as standard and future roadmap to 4K I/O | Flexible configuration and futureproof | One deck can be used for many applications now and in the future, to generate ROI for the user |



SRMemory Card Line-up



New SRMemory Line-up

- SRMemory is unique – nothing can match it's combination of capacity, sustained data throughput, security and portability
- It opens up completely new ways for end-users to work, and can make and save money for customers operating in many applications
- It is the platform for Sony's open roadmap to 4K at the top-end
- It builds on the track record and heritage of HDCAM SR: the worldwide standard for highest quality content production and interchange
- Sony's new and revolutionary SRMASTER family is one of the key highlights at IBC. The line-up includes the SR-R1000 SRMASTER Memory Storage Unit, the SRPC-5 SRMASTER Data Transfer Unit, the SR-R1 SRMASTER Portable Recorder and the SR-R4 SRMASTER Dockable Recorder for the F65 camera. These products will record breathtaking pictures and sound onto SRMemory Cards.



SRMemory

The cards are available in capacities of 256GB, 512GB and 1TB, combining massive storage capacity with unrivalled levels of data security and a sustained data writing rate up to an astonishing 5.5Gbps. The cards can record and replay multiple streams simultaneously and support data rates that can handle up to 4K. This will ensure that SRMASTER will redefine what's possible in applications such as live events, sports, drama, movies and commercials now and well into the future.

| Market | Applications |
|--|--|
| Rental Companies, Outside Broadcast Companies, Broadcasters for Studio Use, Post Production Houses | Live events and sports, drama, movies, commercials |

| Top Features | Advantages | Benefits |
|--|--|--|
| Revolutionary new memory media with phenomenal levels of performance | Nothing else like it in the market | Customer can promote a unique technology to differentiate their operation from their competitors |
| Massive capacity up to 1TB | Long recording times in HD and 4K (eg. around 5H at 1080/25P onto 1TB) (1 x 3D stream from a whole football match onto 1 x 1TB card) | <ul style="list-style-type: none"> • Easy management of media on set, even when shooting at high data rate • Long record duration is great for sports events |
| Huge transfer speed – up to 5.5Gbps sustained (See Note 1) | Reduced waiting time to transfer material Can record multiple camera streams onto a single card at a live event | <ul style="list-style-type: none"> • Faster transfer of data in post production to keep the client happy • Ultra-fast cloning of data on set, during post, at a live event • Entirely new ways of working & roadmap to 4K for long term ROI |
| Powerful Error Correction/ Concealment with no need for virus checking | High reliability and data security | Peace of mind for the user with faster post production (no waiting for virus check) |
| Removable Media | Removes the need to transfer files from server HDD in OB vehicle after event is finished | Reduced time to complete OB event – crew can get home or back to the hotel faster |

Note 1:

- SR-256S15 Capacity = 256GB, Write = 1.5Gbps, Read = 5.5Gbps
- SR-512S25 Capacity = 512GB, Write = 2.5Gbps, Read = 5.5Gbps
- SR-1TS25 Capacity = 1TB, Write = 2.5Gbps, Read = 5.5Gbps
- SR-256S55 Capacity = 256GB, Write = 5.5Gbps, Read = 5.5Gbps
- SR-512S55 Capacity = 512GB, Write = 5.5Gbps, Read = 5.5Gbps



XDCAM HD422

Introduction

Since its introduction in 2003, Sony's XDCAM series has been embraced around the world for its file-based recording capability utilising high-capacity and reliable Professional Disc™ media. Within this series, top-of-the-line XDCAM HD422 products were introduced in 2008.

Today, they represent an ever-expanding range that delivers a brilliant image resolution of 1920 x 1080 and eight channel 24-bit uncompressed audio. With fast file based operation and outstanding picture quality, XDCAM HD422 products are ideal for applications such as news gathering, when speed is a key concern, and for production of TV dramas, documentaries, and mainstream entertainment programs where a high quality impression is crucial.

High-quality 24-bit Audio Recording

One of the unique functions of the XDCAM HD range is that it provides up to 4 channels uncompressed 24-bit audio (MPEG HD422 mode) or 8 channels 16-bit. It is also equipped with a range of audio interfaces.

HD/SD and Interlace/Progressive

One of the big appeals of the XDCAM HD range is its highly flexible multi-format recording capability. Users can select a recording format from HD (MPEG HD422 and MPEG HD) and SD (MPEG IMX™ and DVCAM™), in a variety of frame frequencies.

Picture Cache Recording and Disc Exchange Cache

The camcorders PDW-F800/700 and PMW-500 offer a Picture Cache Recording function that is especially useful during ENG applications. Up to 30 seconds (depends upon model) of audio and video signals are buffered into the camcorder's internal memory before the Rec start button is even pressed (when in Standby mode). This means that everything that happened 30 seconds before the Rec start button was pressed will still be recorded on to the disc, helping to prevent the loss of any unexpected, yet important events. The caching period can be adjusted by a menu setting. This camcorder cache memory also allows users to exchange the discs while recording. By removing a disc from the drive and inserting a new disc within 30 seconds, video, audio and time code can be recorded seamlessly onto the new disc.

XDCAM Browser

Planning Metadata Workflow Software



The new XDCAM Browser software covers the functions of the 4 application models previously available to XDCAM users in one package. It combines the features and benefits of Clip Browser, PDZ-1, XDCAM Viewer and XDCAM Transfer single software making customer workflow simpler, easier and more efficient. There will be no limitations in XDCAM/EX interoperability as HD/SD, MP4/MXF, and Windows/Mac will all be supported. A Software Development Kit (SDK) will also be launched for 3rd party vendors and developers.

| Market | Applications |
|--|---|
| XDCAM Professional Disc & EX customers | Browsing Software for XDCAM Cameras, Decks and the PDW-U1/U2 Drives |

| Top Features | Advantages | Benefits |
|---|--|---|
| Proxy Browsing | View Content on the Professional Disc via the Proxy videos | Quick viewing of the content stored on disc |
| Edit List Creation | Clips can have In/Out points set and grouped together then stored on the disc | Quick generation of play out lists |
| Metadata Editing | Essence Marks and Textual Descriptions to enhanced clip information | Quicker Searching and Editing content |
| High Resolution Video Ingest and Export | High Resolution Video can be transferred from the Professional Disc to hard drive and vice versa | Content can be stored on the computer or networked servers for multiple users |
| Disc Copying Multiple Copies of Discs | Multiple Copies of Discs | Content can be archived and/or distributed to alternative locations |





XMPilot is an advanced metadata management solution designed to significantly improve and speed up the XDCAM production workflow, targeting the broadcast, production and media markets.



XMPilot is compatible with most XDCAM EX and XDCAM HD 422 camcorders, including the hugely successful PMW-500. XMPilot users can create planning metadata in advance, at the very first stage of the production workflow, with the flexibility to transfer this metadata to a camcorder remotely via email and WiFi, as well as directly via USB or direct file copying onto a recording media.

Live-logging against the timecode with a mobile device – such as the new Sony Ericsson Xperia pro smartphone and Tablet computers – as well as post-shoot logging enables further enrichment of the metadata with essence marks and comments. This eliminates paper-based logging, manual data entry and typing errors, boosting workflow efficiency and reducing costs.

With the XMPilot Live-viewing option XMPilot users can select a target camcorder (with XMPilot App GUI) and view live stream recording whilst away from the shooting set.

And finally, the XMPilot Import Utility includes an auto ingest feature which allows users to automatically name and transfer clips to the right storage location inside FCP 7, complimenting XMPilot metadata management and significantly speeding up the ingest and editing stages of the overall XDCAM workflow.

| Top Features | Advantages | Benefits |
|--|--|---|
| Wireless Metadata Input | Removes paper based logging and manual re-entry of metadata into the computers | Quickens time of logging and edit |
| Wireless changing of production assignment | Remote assigns of clip naming and categorisation | Clips easier to locate in post production |
| Automatic Ingest Tools | Sends clips to the correct pre-defined Avid or FCP bin location | Clips are sorted and then quicker to find |
| Web service compliant | Allows integration in the News Room Computer Systems (e.g ESPN) | Above benefits gained whilst using familiar NRC systems |

Availability: E/September 2011

| Market | Applications |
|--|--|
| Drama, Mainstream Programming and News | Increasing workflow speed and efficiency |



XDJ-1000 XDCAM Juke

XDCAM Professional Disc Library



XDJ-1000 is an XDCAM Professional Disc Library that supports all models of XDCAM Disc including the new Quad layer QL 128GB. It can contain up to two removable bins of 15 XDCAM Discs (mixed types) offering a total of 3.8TB maximum capacity (120Hours HD4:2:2 @ 50Mbps) of memory readily available and accessible. Its main applications range from bulk ingests Archive, programs interchange and delivery to materials backup onto 128GB Discs. XDCAM Discs can be labelled with an RFID device that will allow materials to be tagged electronically and linked to a database for easy future retrieval. Standard configuration includes one drive, disc bin & power supply. Second disc bin and optical drive & redundant power supply are optional.



| Top Features | Advantages | Benefits |
|---|--|--|
| A maximum total of 30 128GB Discs (3.8 TB) with RFID can be inserted into the system | Hot archive based on XDCAM Disc and MXF file format. RFID makes easy identification of materials | Discs can be read or written from JUKE with necessary contents |
| All XDCAM Discs / Formats / Modes are supported | XDCAM legacy fully supported | Customer can benefit from usage of MXF, a unique industry standard file format |
| In production, XDCAM Disc materials can be put into the 30 available slots and ingest | Automatic archive process of AV materials | Production times are reduced to a minimum and optimised |

Availability: January 2012

| Market | Applications |
|--|--|
| <ul style="list-style-type: none"> • Small & Large broadcasters • XDCAM early adopters (Material on 23GB disc can be read and archived onto 128GB QL) • Post production houses • Thematic satellite networks | Ingest of materials, Material backup for space saving using 128GB new generation XDCAM Disc, Archive, Data Storage |



XDS-PD2000/PD1000/1000

Professional Media Station



Since introducing XDCAM Professional Disc products in 2003, Sony has been supporting smooth migration from tape to tapeless with user-friendly file-based operations. To accelerate operational efficiency, Sony introduced the revolutionary XDCAM EX camcorder with SxS memory cards in 2007. Like the XDCAM Professional Disc products, this new camcorder series adopted MPEG2 Long GOP compression technology.

Now, to meet a broad variety of customer applications needs, Sony has established a unique hybrid workflow featuring these different media – Professional Disc and SxS card – that share the same compression technology. Sony proudly introduces a powerful new XDCAM family member, the XDCAM Professional Media Station (XDCAM Station) providing a “bridge solution” between Professional Disc and SxS card as well as Broadcast and IT, and featuring large-capacity internal storage (HDD or SSD).

By supporting this range of recording media, the XDCAM Station realizes a flexible hybrid workflow and enables high-performance multi-tasking operations. It has the characteristics both of a utility deck, with VTR-like user-interface, and of a high-performance IT server system in one single unit.

| Market | Applications |
|---|--|
| All current PMW-500 and SxS product legacy adopters, Small regional studio, post production facilities, OB van, videographers, photographers, EX and PMW-F3 customers. Also supports Professional Disc camcorder users – PDW-700 & PDW-F800 | All SxS memory type or general Memory recordings material backup and sharing (via Network) |

XDS-PD2000

- Internal Storage : SSD (500 GB)
- Hybrid Operation of Disc and Memory
- NLE Direct Access and Multi-tasking
- Top-end Model with Higher Performance



XDS-PD1000

- Internal Storage : HDD (1 TB)
- Hybrid Operation of Disc and Memory
- Long Duration Recording on Internal HDD
- Cost-effective Multi-Media Model



XDS-1000

- Internal Storage : HDD (1 TB)
- Long Duration Recording on Internal HDD
- High-speed Back-up Copy from Memory
- Memory Camcorder Companion



Comparison table

| | XDS-PD2000 | XDS-PD1000 | XDS-1000 |
|---------------------------------|--|--|--|
| Power Consumption | 210W | 190W | 170W |
| Mass | 16kg | 17kg | 15.5kg |
| Recording/ playback time | MPEG HD422 50Mbps: approx. 16 hours | MPEG HD422 50Mbps: approx. 30 hours | MPEG HD422 50Mbps: approx. 30 hours |
| Storage type | SSD, SATA, 256GB | HDD, SATA, 500GB | HDD, SATA, 500GB |
| Number of drive units | 2 (max 3) | 3 | 3 |
| Total capacity | 512GB | 1TB | 1TB |
| Raid | Raid-4 (option) | Raid-4 | Raid-4 |
| Media | SxS and ProDisc | SxS and ProDisc | SxS |



PMW-500

Solid State Memory HD422 Camcorder



Sony's first 2/3-inch solid state shoulder camcorder is the lightest and least power-consuming camcorder in the market. It is ideal for ENG applications and is equipped with Power HAD FX CCD image sensors and capable of recording in 50Mbps in Full HD 1080 to SxS cards. The PMW-500 brings together for the first time the performance quality of the PDW-700 at HD422 with the operational flexibility of recording to solid state memory.



The PMW-500 is a light, perfectly balanced camcorder with the low power consumption. It is ideal for ENG applications. Less power means less batteries, and they last for longer. And with SxS memory cards, the workflow is extremely fast.

The v1.1 upgrade is out now. Among 12 new features are:

- Power Consumption reduction of 2 Watts (29 W to 27W body)
- Boot-up time reduced
- USB stick utility for Proxy recording (UDF), camera set-up load/save support (UDF) and Planning metadata import from USB stick
- CBK-HD02 full feature activation, incl. SDI/HD-SDI/Composite Input Pool feed & Digital Extender activation and 50pin I/F support (for XDCA-55/CEU & MPEG TS adaptor HDCA-702)
- CBK-UPG01 & CBK-WA01 support for Wi-Fi and Metadata operation with "Upgrade Key option" and "Wi-Fi adapter option"
- Number display for menu pages

Top Features

The lightest shoulder camcorder in the market

Low power consumption (only approx. 27W of main body)– with v1.1 software upgrade) and light weight (only approx. 3.4kg (main body)

Full HD 2/3" Power HAD FX CCD imagers with superior picture quality such as F12 (50Hz) sensitivity and 59dB S/N ratio

Well matured MPEG HD codec technology in both MXF and MP4 files

SxS Memory cards provide a superior level of reliability and high speed

Advantages

Now brings HD422 quality to solid state recording

Lighter, smaller batteries

Excellent picture quality

Offer a wide choice of formats and bit rates

Trusted, proven solid state technology

Benefits

Works with both EX format and Professional Disc workflows

Fewer battery changes during shooting and less freight costs when transporting equipment

Great opportunity for quick ROI (Return On Investment) for rental companies

A truly "international" camcorder

Peace of mind for the user

Market

The PMW-500 is the ideal choice for broadcasters and freelancers looking for a versatile compact, light and perfectly balanced memory based camcorder

Applications

Ideal for many applications including ENG & sport where speed of operation is a critical requirement as well as TV drama, documentaries, general entertainment



CBK-VF01

Colour LCD Modular Viewfinder



The new CBK-VF01, 3.5 inch colour LCD monocular viewfinder, provides digital HD interface to the PMW-500 solid state shoulder camcorder. It is also available for the PMW-350 and PMW-320 camcorders. The unit is also supplied as standard with the HXC-D70K and HXC-D70L studio camera packages.



| Market | Applications |
|--|------------------------------|
| Small regional studio, Education, B&I production | Professional Live production |

| Top Features | Advantages | Benefits |
|-------------------------------|---------------------------------------|--|
| HD VF displaying with HXC-D70 | Better resolution for better focusing | Helps cameraman in focusing critical HD pictures |

PFD-128QLW

Quad-Layer Professional Disc



With the launch of quad layer Professional Disc, XDCAM users will be able to record up to 4 hours of XDCAM 4:2:2 50Mbps footage at an ultimate speed of 144Mbps. The disc will be "write once" and will accept several clip recordings.



| Market | Applications |
|---|--|
| All broadcast and non broadcast markets | Playout, transmission, storage and archive |

| Top Features | Advantages | Benefits |
|-----------------------------------|--|------------------------|
| Higher Capacity: 128GB | Higher Recording time 4hours Saves Cost and Shelf Space | Economical |
| Highest Transfer Rates: 144MB | Faster copy and dubbing | Workflow efficiency |
| With more than 1,000,000 PFD sold | Global Standard | Security and expertise |
| > 50 years life cycle | Durability of your investment | Reliable archive |
| SD/HD compatible | | Freedom |



SBP-64A

SxS-PRO Memory Card



Since its launch in 2007, Sony SxS memory card has boosted flexibility for professional videographers and broadcasters.

With an increasing range of compatible camcorders, from standard XDCAM EX to the latest PMW-TD300 3D XDCAM EX shoulder camcorder, SxS is the ideal media for file-based workflow.

Today Sony expands XDCAM applications with the new SxS PRO 64GB, featuring an increased capacity of 64GB and an improved transfer speed of 1.2Gbps.



| Market | Applications |
|---|--|
| All broadcast and non broadcast markets and Ideal for PMW-500 users | Ideal for many applications including ENG & sport where speed of operation is a critical requirement as well as TV drama, documentaries, general entertainment |

| Top Features | Advantages | Benefits |
|---|--|---|
| Ultimate Speed @ 1.2Gbps | Highest Speed on SxS card market | Save time on field/ Improve workflow efficiency |
| Longer Recording Times: 64GB | Allow 200 minutes in HQ mode (35Mbps) | No need to swap media |
| Unique salvage function | Help restore content damage from power loss and other factors that might damage a clip | Security |
| Extreme reliability | Estimated lifetime over 10 years | Security |
| Full compatibility with Sony XDCAM equipments | | One media for all needs |

PDW-U2

XDCAM external drive



The PDW-U2 is a high performance XDCAM external drive, which supports all XDCAM Professional Discs and formats for maximum flexibility.



| Market | Applications |
|---|---|
| Professional Disc customers and EX customers (for AV contents backup) | Professional Disc customers and memory type Camcorders series |

| Top Features | Advantages | Benefits |
|--|--|---|
| New 4th generation optical drive | Shorter transfer time of materials. Supports all types of XDCAM Disc including the new QL generation | More efficient workflow and larger sizes of XDCAM Disc available for material storage |
| Maintains the same application software of the previous model (PDW-U1) | Ease of installation and operation | Ease of installation and operation |
| Worldwide common USB-2 and USB-3 interface | Ease of installation and operation | |
| Supports all XDCAM Discs and Formats | Flexibility of operation | Flexibility of operation |

Comparison Table

| PDW-U2 | PDW-U1 |
|--|--|
| Supports Quad Layer and Dual Layer Professional Discs | Supports Dual Layer Professional Discs |
| Supports Super Speed USB (USB3.0) interface/Hi-Speed USB 2.0 interface | Supports Hi-Speed USB 2.0 interface |

XDCAM EX

Introduction

Key Messages

- With the launch of the PMW-F3 in 2011, the expansion of the XDCAM EX range continued by offering a new audience the benefits of high quality, fast XDCAM EX workflows with additional features of a cinematic Super 35mm Exmor Sensor, PL mount and optional RGB output for a wider variety of cinema applications.
- This year's show will feature new lens options and profile the 3D option and RGB option for the PMW-F3 on top of a new unique S-Log Mode, demonstrating the widening of applications opening up to PMW-F3 users, such as 3D and 4:4:4 memory shooting with the SR-R1.
- The PMW-EX1R/EX3 and PMW-320/350 continue to build on their excellent reputation in broadcast as workhorse camcorders for ENG and general purpose television production.
- Sony will also show the new PMW-TD300 3D XDCAM EX Camcorder, which offers superb picture quality with 1/2" CMOS Sensors and proper 3D shooting due to the new zoom/ focus/ convergence control mechanism and the glassless 3D LCD.
- Updated XDCAM Browser Software V1.3 is now available.

Comments

- XDCAM EX has now become the dominant solid-state format of choice for a wide range of customers from videographers to broadcasters all sold on the outstanding picture performance and efficient workflow.
- IBC 2011 demonstrates continuing commitment to meeting customers needs by providing XDCAM EX products for a new cinema-related customer audience.
- Sony can offer the widest possible range of acquisition tools from an entry level studio solution for corporate, education and entry level broadcast applications all the way through to high-end motion picture and digital cinema applications all based on the popular XDCAM EX platform.

PMW-F3L/K

Super 35mm Full-HD Compact Camcorder



Designed with the benefit of two decades experience in Digital Cinematography the PMW-F3's Exmor™ Super35 CMOS image sensor brings a true 'film look' and superior image quality at an affordable price point. The PMW-F3K is supplied with three high quality Sony lenses and an industry-standard PL Mount adaptor providing compatibility with industry standard 35mm lenses. (Also available is the body only PMW-F3L.)



Exceptional flexibility is a key feature of the F3. XDCAM EX's proven high-speed, intuitive workflow offers seamless integration with leading nonlinear editing software. In addition, a 10bit 4:2:2 HD-SDI output opens up hybrid recording possibilities with a variety of external recording devices. And from today, the RGB/444 option will enable full 4:4:4 RGB uncompressed output combined with the S-Log Gamma curve – ideal for the high-end film production.

| Market | Applications |
|--------------------------------|---|
| Digital Cinematography, Rental | Independent movies, Pop promos, Commercials, TV Drama, Features |

| Top Features | Advantages | Benefits |
|----------------------------------|--|--|
| Exmor™ Super35 CMOS image sensor | Specifically developed for digital cinematography | Ensures exactly the same optical performance with the unrivalled range of 35mm Cine lenses whilst Exmor™ technology offers exceptional noise reduction and greatly reduces power consumption |
| PL Mount Adaptor | Provides immediate compatibility with the huge range of filmic 35mm lenses | Whatever your creative requirements, you can be confident there's a 35mm lens for you |
| Sony F3 Mount for Zoom Lens | Sony plan to introduce a range of zoom lenses directly compatible with the F3 mount | Zoom lens compatibility expands the operational flexibility of the F3 so it can be used for almost any application |
| Exceptional Workflow flexibility | Enables hybrid recording possibilities with content simultaneously recorded on internal memory and, in uncompressed form, on a variety of external recording devices | Allows users to select the workflow that suits their production and budget |
| Compact Design | Its lightweight, compact design provides exceptional flexibility when shooting | Ideal as a B camera for the F35 or SRW-9000PL as well as for use in tight situations and as a Steadicam |

Service and Support

| | |
|-----------------------|---|
| Prime Support package | Full package, 2 years warranty, helpdesk front line, replacement loan unit after seven days |
|-----------------------|---|



CBK-3DL01

3D upgrade for PMW-F3



The CBK-3DL01 is a software upgrade for the PMW-F3 for 3D shooting. This firmware will allow the user to connect two PMW-F3's with one cable (Genlock, TC & Control). To simplify 3D shooting two PMW-F3's will be controlled by one remote at the same time.



| Market | Applications |
|--|---------------------------------------|
| High-end 3D cinema production, rental houses, production companies | Cinema, documentary, commercial in 3D |

| Top Features | Advantages | Benefits |
|---|--|---------------------------------------|
| Connect two F3 cameras with 10-pin cable with Genlock, Timecode and Control | Single cable link for synchronised 3D shooting | Simple integration, ease of operation |
| Two cameras controlled by one remote (RM-B150/750) at the same time | Simple to set-up and control two camcorders on one 3D rig. REC start/stop by manual or remote control Focus, Iris and Zoom position with Sony High Power Zoom Lens | Ease of operations |
| Copy camera setup data | All camcorder data from main camcorder can be copied easily to the sub camcorder | Ease of operations |

Availability: October 2011

CBK-RGB01

S-Log Gamma upgrade for PMW-F3



The CBK-RGB01 is a software upgrade for the PMW-F3. It enables S-Log gamma mode, 3G-SDI output, Dual Link 444RGB video output, custom user LUTs and pre-loaded LUTs (look up tables).



| Market | Applications |
|---|---------------------------|
| High-end cinema production, rental houses, production companies, film schools | Cinema, drama, commercial |

| Top Features | Advantages | Benefits |
|-------------------------|---|--|
| RGB 4:4:4 signal output | RGB 4:4:4 1080 23.98/25/ 29.97PsF signal is available over an HD-SDI dual-link OR 3G H-SDI output | Use of an external recorder such as SR-R1 SRMemory Recorder. High quality output for VFX works such as Chroma-key, Compositing and CGI |
| S-LOG Gamma | S-LOG mode is available with wide dynamic range (800%) in RGB4:4:4 10bit signal. Built-in LUT for on-set video monitoring | Retain maximum dynamic range from shadow details to highlight Exactly the same S-LOG workflow as for high-end products such as F-35 |
| LUT (Look Up Table) | LUT can be applied to HD-SDI output and SxS recording off-line. User-defined LUT (created by CVP file editor) can be stored by using SxS card | LUT can be used for off-line edit with SxS recorded content. Transfer user-defined LUT from one camera to another for ease of set up |

Availability: Now



Corporate & Event Production
Drama, Movies & Commercials

SCL-P11X15

PL Mount Zoom Lens for PMW-F3



The SCL-P11X15 is a new PL mount zoom lens for PMW-F3. It's a wide angle zoom 1.5x 11-16mm T3.0.



| Market | Applications |
|---|----------------------------|
| High-end cinema production, rental houses, production companies | Drama, Movies, Commercials |

| Top Features | Advantages | Benefits |
|-------------------------------------|--|--|
| Wide Angle Zoom 1.5x 11-16mm T3.0 | PL mount wide angle of view coupled with 1.5x zoom capabilities | Flexible shooting in moving situations such as high-end documentary |
| Standard 4 pin Cooke Lens Interface | Lens metadata can be viewed on a monitor or stored on the SxS data | Iris, focus and zoom data can be utilised in motion control rigs and VFX processing. This is also useful for continuity in re-shoots |

Service and Support

| | |
|-----------------------|--|
| Prime Support package | Basic package, 2 years warranty, helpdesk front line |
|-----------------------|--|

Availability: December 2011

SCL-Z18X140

Zoom Lens for PMW-F3



The SCL-Z18X140 is a new zoom lens for PMW-F3. It's a 14x high-power zoom from 18mm-252mm T3.8 (Wide).



| Market | Applications |
|---|--|
| High-end cinema production, rental houses, production companies | High-end Cinematography/ documentary/ commercial |

| Top Features | Advantages | Benefits |
|--|---|--|
| 14x High-Power Zoom 18mm-252mm T3.8 (Wide) | FZ mount coupled with zoom capabilities. (FZ mount is the name of the 'F3 mount') | Flexible shooting in many different situations such as highend documentary. Cheaper than multiple lenses. Fast operation to change field of view. Less to transport than multiple lenses |
| Original F3 FZ-Mount with lens data | Lens metadata can be viewed on a monitor or stored on the SxS data | Iris and focus data can be utilised in motion control rigs and VFX processing. This is also useful for continuity in re-shoots |

Service and Support

| | |
|-----------------------|--|
| Prime Support package | Basic package, 2 years warranty, helpdesk front line |
|-----------------------|--|

Availability: November 2011

PMW-320K

Shoulder Mounted XDCAM EX Camcorder



Many XDCAM EX users have requested a full shoulder-type XDCAM EX camcorder as a step up from the PMW-EX3. These customers accept 1/2inch sensor and lens configurations. There is a clear opportunity to offer a low cost full shoulder type XDCAM EX camcorder offering better picture quality than current 1/3rd inch shoulder camcorders. The PMW-320 shares many of the same features as the PMW-350\ Two packages will be available:



- K package: With Fujinon Lens
- L package: Without Lens

| Market | Applications |
|--|---|
| Regional TV, Small Production, Education, Event Videography, Corporate, Freelance market. DSR-300 operators, who want to move file-based and HD, but feel the PMW-350 is too expensive | Cost conscious customers who want full-shoulder-operation |

| Top Features | Advantages | Benefits |
|--|---|---|
| 1/2-inch Exmor CMOS sensor | Full 1920 x 1080 HD Sensor. Outstanding low-light performance (1lux) and sensitivity (F11). S/N ratio of 54dB | Price/performance ratio is fantastic, perfect for cost conscious customers who want full-shoulder mount camcorder |
| 16 x Interchangeable Fujinon Zoom Lens supplied with K package | HD Lens. Auto Focus and ALAC are supported. Standard 1/2inch Lenses available in the market can be attached | High quality picture reproduction. Can utilise other 1/2inch or 2/3rd inch lens or stills lenses / digital cinema lenses |
| Creative shooting modes | CineAlta Modes – 24p. Multiple Frame Rate selectable from 1-60p. Picture Profiles | Excellent for budget moviemakers as a B-camera for larger productions (eg. HDWF900R shoots). Flexible camera able to offer lots of in-camera manipulation |
| Solid State Recording | SxS PRO offers long recording times of 140mins on 2 x 16GB cards. No mecha-deck | Re-useable media. Robust media, can be used in harsh environments. Maintenance costs reduced significantly |
| MPEG HD Recording | Efficient codec offering high picture quality via efficient codec, 25mbps/35mbps switchable | Interoperable with all main NLE vendors. Speedy ingest to save time in the edit. Low cost archiving due to efficient codec |



XDCAM EX Studio Adaptors



At IBC 2011 Sony launched the new XDCAM Studio Adaptors to the broadcast industry. These adaptors have been designed to enhance the operational flexibility of the XDCAM EX product range into a new entry-level studio market. Offering all the benefits of Sony's unique Exmor Sensor Technology coupled with easy-integration, this solution will provide excellent performance in Studio conditions, whilst being able to also be used for ENG/EFP productions.



| Market | Applications |
|--|-----------------------------------|
| Entry Level Broadcast / Education / Corporate TV | TV Studio / Low-Cost OB Operation |

| Top Features | Advantages | Benefits |
|--|--|---|
| Entry Level SD/HD Studio System | Low cost and allows use of entry-level XDCAM EX camcorders such as PMW-EX3 and PMW-320 / PMW-350 | Reduced cost of ownership, increased flexibility with Studio and EFP/ENG configurations. Maximising usage |
| V-Lock and Simple VCT Fitting | Easy Integration into Studio Configuration | Allows switch from Studio to Field production very quickly. Saving time |
| Compatible with many new and existing Sony Studio products | Wide range of system products | Configurations for many different customer requirements depending on specific needs |



PMW-TD300

Shoulder Mounted 3D Camcorder



The PMW-TD300 is a compact well-balanced shoulder 3D camcorder (double lens) which offers a superb picture quality. It supports XDCAM EX recording and fits perfectly in 3D productions in addition with the usage of mirror rigs. The 3x 1/2" CMOS sensors and the HD-SDI, HDMI and the possibility to shoot in 3D and 2D offers best flexibility. The new control dial for adjusting the zoom, focus and convergence in addition to the glassless 3D displays offers an easy way to create a proper 3D image.



| Market | Applications |
|------------------------------------|--|
| Corporate and Broadcast Production | Sports, Live Events, Documentary, Corporate Videos |

| Top Features | Advantages | Benefits |
|--------------------------------|---|--|
| Two 3x 1/2" Exmor CMOS Sensors | Better Lowlight compared to smaller sensors | Even in low light situations the picture quality is superb |
| XDCAM EX Codec | Well known and accepted codec | Easy post production and easy to mix with other EX products (for 2D productions) |
| 2D and 3D Usage | More flexibility | No need to use an extra 2D camcorder for 2D productions. Cost efficiency |
| Short IAD of 45mm | 3D shooting in close distance (1.2m) | Much easier to create proper 3D image |
| New Concept of Control Dials | One wheel for several functions | Easy to change Zoom, Focus and Convergence |
| 3.5" Glassless 3D Display | | |

Service and Support

| | |
|-----------------------|---|
| Prime Support package | Full package, 2 years warranty, helpdesk front line, replacement loan unit after seven days |
|-----------------------|---|

Availability: November 2011



NXCAM/AVCHD

Introduction

The NXCAM range now boasts a powerful line-up with products designed for a variety of applications

- HXR-NX5E, multi-purpose handheld camcorder.
- NEX-FS100EK, the most affordable Super35mm Camcorder on the market today.
- HXR-NX70E, rain & dust proof compact camcorder.
- HXR-NX3D1E, 2D/3D compact professional camcorder.
- The AVCHD format continues to evolve with 1080/50p/60p and 3D MVC modes now included in the AVCHD Ver.2.0 standard.
- Thanks to its flexible design, the NEX-FS100EK is fully compatible with a huge range of 3rd party products. Available lens adaptors include Sony A-mount, Nikon F, PL, Canon FD, Leica M, Leica R and many more. Canon EF mount lenses can be also used with the NEX-FS100EK via an adaptor manufactured by BIRGER Engineering.
- HDMI with embedded TC, used in the latest NXCAM camcorders, will be supported by external recorder manufactures such as Atomos, AJA and Convergent Design.
- In early 2012 Sony will provide NEX-FS100EK users with a free downloadable firmware upgrade giving several additional functions such as 60Hz recording modes.
- The HXR-NX70E will receive a firmware upgrade in early 2012. The additional functions will include 720/50p and hybrid simultaneous recording on the built-in memory / external memory card.

Comments

- The HXR-NX5E is also 60/50Hz switchable via chargeable upgrade available via PrimeSupport or a Sony Specialist Dealer.
- Sony's HXR-MC series (MC50E, MC2000E and MC1P) continue to go from strength to strength proving extremely popular among, for example, event videographers. These products will not be exhibited at the booth because of space limitations.
- HDV products such as the HVR-Z5E and HVR-Z7E continue to be popular across the globe. There are no plans for Sony to discontinue the HDV format.
- Due to the rapid convergence of consumer and professional imaging products a number of complimentary consumer products will be shown on the stand at IBC, including new E-mount lenses, Alpha DSLR cameras and more.

NEX-FS100EK

Super 35mm Exmor CMOS Sensor Camcorder



The NEX-FS100EK is a Full HD camcorder equipped with a Super35mm Exmor CMOS sensor. This sensor provides a wide dynamic range, low noise and high sensitivity, while minimising rolling shutter and undesired moiré artefacts. The camcorder has a compact, box-shaped case, so it allows multiple accessories and operation, such as tripod, handheld or Steadicam. It inherits the E-mount from Sony consumer products, with a short flange back, in order to allow the use of many different lenses either directly or via optional adaptors.



NXCAM offers well-adopted non-linear workflows with the benefit of 2ch linear PCM recording. Footage is recorded onto MS or SD cards with hybrid recording available via the optional HXR-FMU128 flash memory unit.

| Market | Applications |
|---|---|
| Commercials (Very Low Budget), Pop promo (Low Budget), Corporate production, Documentary, Event (Wedding) | For shooting productions where a high-end look and shallow depth of field is required |

| Top Features | Advantages | Benefits |
|---|--|---|
| Super 35mm sensor | Due to Sony's advanced sensor technologies, this Exmor CMOS imager offers an excellent sensitivity and high signal to noise ratios | No large lighting set budget No need for additional resources under changing lighting conditions |
| Modular configuration / Ergonomics | The reduced dimension chassis allows multiple accessories to be attached, as well as a reduced size and weight | Use of cheap HDMI recorders. Customisable by the user Low weight and space-saving chassis allows agile operation in space-constrained and awkward areas |
| 1080p Full-HD Slow-Motion | Full 1080P Slow-motion via S&Q button | Impressive image at low cost |
| Future Upgrade for 60p/60i/30p/24p and other additional functions | More scalable and flexible than competitive products | 60p scan and 24p recording give slower-motion image |
| E-mount | The NEX-FS100EK inherits the E-mount, as well as a short flange back | Existing E-mount to A-mount adaptors (Sony LA-EA1) and other E-mount to other adaptors available Quality and specs of the lenses depend on the user needs |

| Service and Support | |
|-----------------------|---|
| Prime Support package | Full package, 2 years warranty, helpdesk front line, replacement loan unit after seven days |



HXR-NX70E

Compact Dust & Rain Proof Camcorder



The HXR-NX70E is the World's First Professional dust & rain proof ultra compact NXCAM camcorder. The HXR-NX70 is equipped with a 1/2.88 Exmor R™ CMOS sensor. The Exmor R™ CMOS sensor delivers superior performance in lowlight situations, boasting roughly double the sensitivity of conventional CMOS sensors. The HXR-NX70E is equipped with 96 Gbs of embedded Flash memory, for 9 hours of Full HD recording. Media is recorded on MS or SD cards. NXCAM offers well-adopted non-linear AVCHD workflows with the benefit of 2ch linear PCM or Dolby Digital recording. The detachable handle XLR adaptor and ECM-XM1 shotgun microphone are in the standard package but are not dust or rain proof and should be removed when used under these conditions.



| Market | Applications |
|---|---|
| Videographers, ENG, productions companies | Documentary, natural histories, extreme sport, education, second ultra-compact camera for broadcast shootings. All applications that compact size, the water & dust proof performances are required |

| Top Features | Advantages | Benefits |
|-------------------------------|--|--|
| Dust & Rain Proof performance | IPX54 international standard for splash / dust proof is unique to NX70E | No need to worry about a rain jacket. No longer miss a shot due to the environmental conditions. Less risk than other compact camcorders when going to harshest of environments |
| 96GB Internal Memory | Hybrid simultaneous recording on 96GB built-in memory and/ or memory card (free future upgrade) | Never miss a shot, you can record to internal memory when your memory card is full. Also simultaneous recording on both internal and external memory can realise more secure recording. (*Future firmware upgrade is required) |
| Wide Angle Lens | Better low-light sensitivity thanks to the Sony's unique Exmor R technology. Wide angle lens is ideal for shooting in narrow room, vehicle and so on | No need for external wide adaptor thanks to its wide angle lens |
| USB host | No need to use computer to backup the files | Possible to backup important shots to external drive without using PC while travelling location to location |

| Service and Support | |
|-----------------------|---|
| Prime Support package | Full package, 2 years warranty, helpdesk front line, replacement loan unit after seven days |



HXR-NX3D1E

Handheld 3D Camcorder



The HXR-NX3D1E is a small affordable 2D/3D camcorder. It supports Double Full HD recording encoded in 1 file with a 10x Optical Zoom, 96GB internal memory and a 3.5" glasses less 3D LCD.

The camcorder will support LPCM Audio and HDMI output in Side by Side and Frame Packing Format.

The 3D file can be handled as 2D file in AVCHD compatible devices. Shoot in 3D and use as 2D.



| Market | Applications |
|---|---|
| Freelancers, Education, 2nd Unit for B&I production | Wedding, Live events, TV Productions, Museum, 3D Attraction |

| Top Features | Advantages | Benefits |
|----------------------------|---|--|
| Double Full HD | No compromise in picture quality and best 3D experience | Perfect combination with PMW-TD300 |
| 96GB internal flash memory | Up to 7.5 hours of 3D recording (28Mbps) in built-in memory | No need for extra memory cards |
| Ready for both 2D / 3D | Shoot in 3D for future repurpose and use as 2D today | More flexibility for difference applications |
| 3D Glassless LCD | No need for complicated 3D setups | Much easier 3D picture control |
| Only 1 Recorded File | Easy integration in NLE systems | Same Usage as 2D material |

| Service and Support | |
|-----------------------|---|
| Prime Support package | Full package, 2 years warranty, helpdesk front line, replacement loan unit after seven days |



DEV-5K

Digital Recording Binoculars

The DEV-5K is included in this guide to gain feedback from professional dealers – for information only.

The DEV-5K is a derivative model of DEV-5 consumer product but for the professional sales channel.

The DEV-5K is a pair of digital binoculars capable of directly recording in beautiful, full HD (1920 x 1080) video, you're ready to capture the world in high resolution 2D or immersive 3D. Maximum magnification is 20x, and zoom is seamless all the way from 0.9x up. There's also autofocus, which is something that no other binoculars have been able to provide. What's more, Optical SteadyShot™ (Active mode) as image stabilization technology ensures crisp, stable images even at high magnification. A new page in binocular history has been turned.



Notes

- Different from the consumer model

Bundled battery size (DEV-5K will have NP-FV100 whilst DEV-5 will have NP-FV70)

Bundled AC/DC power (DEV-5K will have AC-VQV10 charger whilst DEV-5 will have AC-L200 non-charger)

| Market | Applications |
|---|---|
| Police, Coast Guard, Surveillance and other law-enforcement markets | Proof recording, security, professional sports scouting |

Top Features

- Full-HD recording in binocular style
- Powerful Steadyshot
- High magnifications

ACC-VA1BP

Starter kit for HXR-NX70E / HXR-NX3D1E / HXR-MC50E / HXR-MC1P



The ACC-VA1BP is a perfect starter kit for HXR-NX70E, NX3D1E, MC50E and MC1P which are using NP-FV type battery.

This kit contains a battery(NP-FV70), small charger (BC-TRV), remote controller (RM-VD1), AV cable with remote connector (VMC-RABP), memory card case (LCH-MCBP), strap (BLT-VA1BP) and these are all packed in a nice black carrying bag (LCS-VA1BP). The VMC-RABP cable can allow the above camcorders to be controlled by existing LANC compatible remote controller.



Market

Any market and applications where the above camcorders are required.

| Top Features | Benefits |
|--|--|
| All-in-one package. There is no need to consider the selection | Ready-to-use package |
| Dedicated to Sony Specialist Dealers | Easy transport. Everything can be in the bag |

HVL-LBPB

On-Camera LED Video Light



The HVL-LBPB is a fully adjustable LED light capable of high intensity spotlighting (1800lx@1m) or uniform floodlighting (600lx@1m) making it ideal for interviews or wide-angle shots. An attached diffuser makes it possible to soften shadows and reduce contrast as required. The HVL-LBPB is powered by existing NP-F series batteries and due to its low power consumption of 16w it can be operated for approximately 3 hours* making it a cost-effective lighting solution. When used in conjunction with a shoulder mount camcorder it is possible to use the supplied 12V DC adaptor as an alternative power source. The HVL-LBPB can be mounted in a variety of ways (Cold shoe/Screw bolt/Screw hole) giving real operational and creative flexibility. * 3 hours operation using NP-F970 battery at maximum brightness



| Market | Applications |
|---|---|
| Broadcast, General Production, Corporate, Event Videographer, Education | Perfect for applications when external light sources cannot be controlled |

| Top Features | Advantages | Benefits |
|---|--|---|
| Low Power consumption of 16w | Long operational time of up to 3hrs at maximum brightness | One fully charged NP-F970 battery should be sufficient for most shoots, meaning fewer recharge cycles are required |
| Both the brightness and the angle of the beam are easily adjusted | Capable of high intensity spot-lighting (1800lx@1m) or uniform flood-lighting (600lx@1m) | Perfect for a range of applications and conditions |
| Supplied filters for colour temperature adjustment | Allows the user to alter the colour temperature to either 5500k or 3200k | The colour temperature of the light can be adjusted to match that of the external light source to give a natural look |
| 12V DC adaptor | The 12V DC adaptor can be used as an alternative power source | Allows the light to be used with a range of camcorders without the need to buy additional batteries |



ECM-CG50BP

3.5mm Stereo Jack Shotgun Microphone



The ECM-CG50BP is an entry level super-cardioid directional shotgun microphone. The short shotgun, super-cardioid design enhances directional response and is ideal for clean recording of medium range sound sources. Ambient off-axis background noise is effectively rejected and only a narrow angle pick-up range directly in front is accepted. The 3.5mm stereo jack makes this an ideal microphone for the HVR-HD1000E or similar and is also perfect for use with a range of other camcorders or DSLR cameras.



| Market | Applications |
|--|---------------------------------------|
| Documentary, Corporate, Event Videographer, Education, Budget Movie-Making | TV Production, Event Production, Film |

| Top Features | Advantages | Benefits |
|-------------------------------|---|---|
| 3.5mm Stereo Jack | Compatibility with a wide range of camcorders | Can be used with entry level camcorders as well as DSLR cameras |
| Built-in Lowcut Filter | The built-in low-cut filter is effective at reducing rumble from wind noise, vibration or air conditioning | Enables clean recording of target sound, reducing the effect of exterior sources of noise |
| Supplied Fluffy Wind Shield | Greatly reduces wind noise and breath pops | Ideal for outdoor use |
| Shock-mount Microphone Holder | The shock mount holder included with the microphone helps to reduce vibration noise when mounted on a camcorder | Ideal for hand-held shooting in the field |
| Flexible power options | Phantom power is supplied from the microphone input jack of the compatible Sony camcorder. When used with a DSLR or incompatible camcorder AA batteries can be used | Can be used with a camcorder without the need for additional batteries, alternatively readily available AA batteries can be used giving approx 900 hours of power with a single battery |



LPM-770BP

Portable LCD Field Monitor



The highly portable LCD monitor prototype can be used in a range of applications to help you achieve perfect shots every time. This versatile 7-inch* monitor can be used on-camera** as a large screen electronic viewfinder or as a confidence monitor for directors and is perfect for use with a crane or camcorder remote. The monitor supports the creative vision of the user with a number of features designed to ensure fantastic footage can be easily captured. A range of markers makes the framing of shots simple, whilst the coloured peaking and video level marker functions help ensure sharply focused and perfectly exposed images respectively. The monitor features a range of inputs including 1 HDMI and 1 Component input as well as 2 Composite inputs which can be used to display picture and picture mode. The monitor can be powered using NP-F970 or other L series batteries or alternatively by using the 12V DC input, giving you even more operational flexibility.



Market

Broadcast, General Production, News, Documentary, Corporate, Event Videography, Education, Budget Movie-Making

Applications

TV Production, Event Production, Film

*7-inches measured diagonally

**Mounting bracket not supplied

| Top Features | Advantages | Benefits |
|-----------------------------------|---|--|
| 7-inch, 800 x 480 WVGA resolution | Ideal for external confidence monitoring & framing | Can be used for a range of applications including on-camera** as a large screen electronic viewfinder, as a confidence monitor for directors or with a crane or camcorder remote |
| Coloured Peaking function | Sharp edges of the image will be highlighted on-screen | Helps ensure sharply focussed images |
| Video level marker | Highlights exposure levels on screen | Helps ensure perfectly exposed images |
| Four screw holes | Allows for flexible installation | Can be used for a range of applications and with a range of camcorders/ cameras |
| Flexible power options | NP-F L series batteries or the 12V DC adaptor can be used as a power source | Allows the monitor to be used with a range of camcorders without the need to buy additional batteries |



Broadcast & Professional Monitors

Introduction

Key Messages

- Sony is strengthening its OLED Monitors line-up at IBC by introducing the BVM-F series consisting of a 25 and 17-inch models, the BVM-F250 and BVM-F170.
- Sony recognizes the need to diversify its offering to provide a range of OLED monitors suitable for the various demands of the content creation market:
- BVM-E series is providing ultimate picture performance for the most demanding critical applications such as colour grading, Telecine and Digital cinema.
- BVM-F series provides reference picture monitoring performance at an affordable price for the various broadcast applications.
- PVM OLED series satisfy a wider demand for high quality and cost effective picture monitoring applications.
- Sony OLED technology provides far superior picture performance over conventional LCD technology.
- The new TRIMASTER EL is using EL (electro-luminescence) OLED panels expanding the capabilities of Sony's TRIMASTER™ technology. It maximizes the full performance capabilities of professional flat-panel displays delivering higher levels of colour accuracy and colour reproduction, precision imaging and consistent picture quality.
- BVM-E/F and PVM-xx41 series are available in two sizes 25 and 17-inch.
- The benefits of Sony OLED technology are: unmatched black reproduction beyond CRT, colours reproduction even at low luminance levels, crisp motion images, wider picture dynamic with peak whites, enhanced light transmission efficiency over conventional OLED, wider colour gamut and purity.
- On display at IBC is the SRM-L560 quad full HD monitor (3840x2160 pixels) which is optimized to display 4k images.
- Sony is also strengthening its LCD high grade line-up by introducing a new 20-inch, the LMD-2041W using a slim bezel chassis completing the existing 15-inch and 23-inch models in the range, the LMD-1541W and LMD-2341W.
- Sony is demonstrating at IBC a new range of 3D features to be added in its 3D professional monitors.

Comments

- Benchmark Sony Key technology TRIMASTER EL as the combination of TRIMASTER and EL (Electro Luminescence) OLED panel.
- BVM-E250 provides "State of the art" picture quality for Master monitoring applications.
- BVM-F series is the ideal solution for broadcast reference monitoring with an affordable price.
- Promote PVM-xx41 as high quality picture monitors for wider range of applications such as editing, PGM/PVW, monitor wall in OB van, etc.
- Sony is the only manufacturer to propose a family of OLED monitors with seven models from 7.4", 17" and 25" sizes covering various demands for the broadcast and industrial markets.
- Super Top Emission™ is Sony's core technology used in its OLED panels to improve light transmission efficiency, increase the contrast ratio and improve colour purity.

SRM-L560

56-inch QFHD TRIMASTER Reference Monitor



The SRM-L560 is the first Sony "beyond HD monitor" 56-inch Quad Full High Definition (QFHD) with the picture resolution of 3840 x 2160 pixels. This monitor delivers ultimate picture quality with the TRIMASTER technology fitted. This product is aimed for 4K/QFHD content creation demand in the Broadcast and Cinema industry as well as simulation, visualisation and Research & development in the industrial market.



Market

Digital Cinema, Industrial Design, Simulation, Computer Graphics(CG), Digital Single-Lens Reflex(DSLR), Digital Printing Previews, Geographic Information System(GIS), Research and Development, Traffic control, Entertainment, high-end video conferencing, etc.

Applications

Post Production 4K/2K/Full HD, High-end video conference market, Master monitor for R&D applications, Quad Full HD imaging, Industrial design, Simulation, Museum, Conventions, Events, etc.

| Top Features | Advantages | Benefits |
|---|--|---|
| QFHD (3840x2160) pixels | 4 times Full HD resolution | Ultimate picture resolution for top-end Contents Creation and industrial applications |
| TRIMASTER technology | Accurate colour, precision imaging and picture consistency | Aiming to be a reference monitor for the 4K Content Creation market |
| Same Display Engine as BVML231 | Precise gamma, sophisticated I/P conversion and colour management system | Best video processing |
| Rear LED backlight with colour and temperature sensors for real time feedback control | Ultimate picture uniformity | Picture consistency and stability for evaluation purposes |
| High purity LED backlight system | Expand colour gamut near DCI (P3) | Expanding scope of applications |

Service and Support

| | |
|-----------------------|---|
| Prime Support package | 2 years warranty, helpdesk front line, repair within 7 days |
|-----------------------|---|



BVM-E250/E170

25 & 17-inch TRIMASTER EL Professional OLED Master Monitors



Sony is introducing “State of the Art” Master Monitor series using Sony Professional OLED technology providing superior picture performance over conventional LCD technology. The new TRIMASTER EL is using EL (electro-luminescence) displays, expanding the capabilities of Sony’s TRIMASTER™ technology. This maximises the full performance capabilities of professional flat-panel displays to deliver higher levels of colour accuracy and colour reproduction, precision imaging and consistent picture quality. BVM-E series is available in two sizes 25 and 17-inch.



The BVM-E series delivers ultimate picture performance for the most demanding applications such as colour grading, Telecine and D-cinema. It is aimed to provide the level of accuracy required for these applications.

| Market | Applications |
|--|---|
| Production, Post Production Broadcast | Digital Intermediate, Telecine Colour Grading, VFX, high-end Post production. Camera control, PGM/PVW Quality control, R&D, engineering, Blu-ray and DCI authoring, etc. |

| Top Features | Advantages | Benefits |
|---|--|--|
| Sony Professional OLED technology (STE) | True blacks with colours in the low lights, less motion blur, very high contrast and peak whites | Picture Accuracy for Master monitoring |
| TRIMASTER EL technology | Accuracy of colours, precision imaging and picture consistency | Ultimate picture precision |
| Wide Colour Gamut | EBU, SMPTE, ITU-709, D-Cine, Native | Wide range of colour spaces for multiple applications |
| Versatile video input | Up to 3G-SDI, HDMI, Display Port as Standard. Optional BKM boards | Variety of inputs connections for enhanced operational flexibility |
| New cosmetic design | Slimmer, lighter and lower power consumption | Advanced design for better integration |

Service and Support

| | |
|-----------------------|---|
| Prime Support package | 2 years warranty, helpdesk front line, repair within 7 days |
|-----------------------|---|

BVM-F250/F170

25 & 17-inch TRIMASTER EL Professional OLED
Broadcast Monitors

Sony is introducing “State of the Art” Reference Monitor series using Sony Professional OLED technology providing superior picture performance over conventional LCD technology. The new TRIMASTER EL is using EL (electro-luminescence) displays, expanding the capabilities of Sony’s TRIMASTER™ technology. This maximises the full performance capabilities of professional flat-panel displays to deliver higher levels of colour accuracy and colour reproduction, precision imaging and consistent picture quality. BVM-F series is available in two sizes 25 and 17-inch. The BVM-F series offers affordable reference picture quality for the various Broadcast applications. It opens up the possibility of Professional OLED technology to a wider range of applications in the broadcast industry, completing a range of products to meet every individual’s needs.



| Market | Applications |
|---------------------------------------|---|
| Production, Post Production Broadcast | VFX, high-end Post Production. Camera control, PGM/PVW Quality control, R&D, engineering, Blu-ray and DCI authoring, etc. |

| Top Features | Advantages | Benefits |
|---|--|--|
| Sony Professional OLED technology (STE) | True blacks with colours in the low lights, less motion blur, very high contrast and peak whites | Picture Accuracy for reference monitoring |
| TRIMASTER EL technology | Accuracy of colours, precision imaging and picture consistency | Accurate picture precision |
| Broadcast Colour Gamut | EBU, SMPTE, ITU-709 | Variety of colour spaces for broadcast applications |
| Versatile video input | Up to 3G-SDI, HDMI, Display Port as Standard. Optional BKM boards | Variety of inputs connections for enhanced operational flexibility |
| New cosmetic design | Slimmer, lighter and lower power consumption | Advanced design for better integration |

| Service and Support | |
|-----------------------|---|
| Prime Support package | 2 years warranty, helpdesk front line, repair within 7 days |



PVM-2541/1741

25 & 17-inch TRIMASTER EL Professional OLED
Picture Monitors



Sony is introducing at IBC 2011 high quality Picture Monitors using Sony Professional OLED technology. This new technology provides superior picture performance far beyond conventional LCD technology. The new TRIMASTER EL is using EL (electro-luminescence) displays, expanding the capabilities of Sony's TRIMASTER™ technology. This maximises the full performance capabilities of professional flat-panel displays to deliver higher levels of colour accuracy and colour reproduction, precision imaging and consistent picture quality. PVM-xx41 Series will be available in two sizes 25 and 17-inch.



| Market | Applications |
|---|---|
| Production, Post Production, Broadcast, Corporate | High grade Post- Production, Digital gallery monitor wall, PGM&PVW monitoring, Studio, OB's, Office viewing, etc. |

| Top Features | Advantages | Benefits |
|---|--|--|
| Sony Professional OLED technology (STE) | Deep black details with low lights colours, less motion blur, very high contrast and peak whites | Picture quality far beyond superior to picture LCD monitors and conventional OLED technology |
| TRIMASTER EL technology | Accuracy of colours, precision imaging and picture consistency | Picture quality superior to CRT! |
| Wide Colour Gamut | EBU, SMPTE, ITU-709 | Wide range of colour spaces for multiple applications |
| Versatile video input | UP to 3G-SDI, HDMI, composite and analogue Audio | Most used video inputs fitted as standard for cost effectiveness |
| Similar chassis as LMD 41W series | Slim bezel with aluminium chassis ideal for monitor wall integration | High viewing picture quality with best cost performance |

| Service and Support | |
|-----------------------|---|
| Prime Support package | 2 years warranty, helpdesk front line, repair within 7 days or loan unit provided |

PVM-740

7.4-inch Widescreen Professional OLED Monitor



The PVM-740 was the first Professional OLED Sony monitor released in the market. It uses Sony's unique Super Top Emission (STE) Professional OLED technology offering real added value in term of picture performance as compare to conventional OLED technology. The PVM-740 is a 7.4-inch display with quarter HD resolution over conventional QVGA. It has the same chassis as the well know LMD-940W and offer similar functionalities.



| Market | Applications |
|---|--|
| Broadcast, corporate, industrial and government, security, etc. | Acquisition, Field, Camera assist monitor, Production OB vehicles, studio, critical viewing, R&D, etc. |

| Top Features | Advantages | Benefits |
|--|--|--|
| Sony Professional OLED technology (STE) | Rich colour and wider colour space. Stunning blacks and speed. Increase brightness and contrast. Low power consumption | Best picture performance on the market |
| High resolution panel | Quarter HD (960x540) | Higher resolution than other small size panels (QVGA, 800x480) |
| ChromaTRU and 10-bit driver | Excellent colour depth and precise gamma response | High level of accuracy |
| Superior performance | Better than CRTs! | Best product in its size range |
| Same chassis and functionalities as LMD-940W 3G SDI included | For indoor and outdoor operation | Cover various applications |

| Service and Support | |
|-----------------------|---|
| Prime Support package | 2 years warranty, helpdesk front line, repair within 7 days or loan unit provided |

PVM-L3200

32-inch Broadcast LCD Monitor



The PVM-L3200 is a 32-inch Broadcast Monitor fitted with TRIMASTER technology for critical picture monitoring purposes. Its large screen size makes this monitor ideal for post production editing. The PVM-L3200 shares most of the high-end features included in the BVM-L231 Master monitor but at an affordable cost. The PVM-L3200 is equipped with a wide fluorescent backlight system to emulate precisely the Broadcast colour gamut standards. This new model benefits of backlight scanning feature and is also equipped with a HDMI connector to display HDV contents or when used in conjunctions with a Blu-ray authoring system.



| Market | Applications |
|-----------|--|
| Broadcast | Production, Post Production, Quality Control, Engineering, Master control room PGM/PVW, etc. |

| Top Features | Advantages | Benefits |
|--|---|--|
| TRIMASTER technology | Precise colour, gamma and good picture consistency | Excellent picture quality |
| Precision backlight system | Emulate various Broadcast standards colour Gamut: EBU, SMPTE-C, ITU-709 | Accurate colour reproduction |
| Sony unique Display Engine | High accuracy and low video delay | The most precise and lowest video delay monitor in the market! |
| Black frame insertion and interlace mode | Backlight scanning technology allows maintaining good black level and motion blur reduction | Better blacks with less Blur, true Interlace reproduction |

| Service and Support | |
|-----------------------|---|
| Prime Support package | 2 years warranty, helpdesk front line, repair within 7 days or loan unit provided |

LMD-4251TD/2451TD

3D 42 & 24-inch Professional Monitors



The LMD-2451TD and LMD-4251TD are 24-inch and 42-inch 3D professional monitors. They are built on the same product concept as the well known LMD-51W series. 3D effect is available through 3D passive glasses. An optional 3D board is available to support 2x HD-SDI inputs for left and right channel.



| Market | Applications |
|--|---|
| Broadcast, corporate, industrial, etc. | Acquisition, Production OB Van, Studio, Editing, etc. |

| Top Features | Advantages | Benefits |
|--------------------------------|---|--|
| Professional monitor design | Faithful picture reproduction | Trust what you see! picture confidence and reliability |
| ChromaTRU and 10-bit driver | Excellent colour depth and precise gamma response | High level of picture accuracy and consistency |
| 3D Passive glasses | Cheap, light , flicker free, brighter, | Convenient for multiple viewers |
| Same chassis as LMD-51W series | Robust, professional features and various I/O | Already mature product |
| 2D compatibility | Smooth migration to 3D | Secured investment |
| New 3D features added | Supported in 2D and 3D | Checking of 3D effect |

Service and Support

| | |
|-----------------------|---|
| Prime Support package | 2 years warranty, helpdesk front line, repair within 7 days or loan unit provided |
|-----------------------|---|

LMD-2110W

21.5-inch Professional LCD Monitor



The LMD-2110W is a 21.5-inch full HD-resolution (1920 x 1080 pixels) multi-format professional LCD monitor. A cost-effective professional monitor for entry-level applications. A reference monitor for videographers, non linear editing or many other HD office viewing applications. It incorporates high-purity colour filters and a 10-bit digital signal processing engine to deliver stunning colour reproduction and natural grey scale. A real video monitor for video professionals users!



Sony is introducing at IBC a new version of the LMD-2110W that will accept a HD-SDI input with the optional BKM-341HS accessory.

Availability: October 2011

| Top Features | Advantages | Benefits |
|---------------------------------|---|---|
| Large 21.5" LCD panel | largest entry level professional monitor size | Optimised for entry Non Linear Editing |
| Full HD resolution | Pixel to pixel reproduction, no scaling | High picture resolution |
| 10-bit processing | Smooth colour gradation | Accurate colour and smooth transition |
| Professional features | Basic production features | Reference monitor for Entry level application |
| HDMI input | High quality future proof A/V interface | Compatible with DSLR and Prosumer camcorders |
| Optional HD-SDI kit (BKM-341HS) | High quality picture decoding | Enhance flexibility with HD-SDI input |

| Market | Applications |
|---|---|
| Broadcast, videographer, corporate, education, government, security and medical, – Other B&I market segment | Desktop video monitor for entry NLE, Full HD office viewing, Monitor wall in local TV stations, Reference video professional monitor for videographers, etc |

| Service and Support | |
|-----------------------|---|
| Prime Support package | 2 years warranty, helpdesk front line, repair within 7 days or loan unit provided |



LMD-1510W

15.6-inch Professional LCD Monitor



The LMD-1510W is a 15.6-inch (1366x768 pixels) multi-format professional LCD monitor. A cost-effective professional monitor for entry-level applications. An accurate video monitor for videographer, desktop editing or many other HD office viewing applications. It incorporates high-purity colour filters and a 10-bit digital signal processing engine to deliver stunning colour reproduction and natural grey scale. A real video monitor for video professional users!



Market

Broadcast, videographer, corporate, education, government, security and medical, – Other B&I market segment

Applications

Desktop video monitor for entry NLE, office viewing monitoring, local TV stations, Accurate video monitor for videographer, etc

Top Features

15.6" LCD video monitor

Optional HD-SDI kit (BKM-341HS)

10-bit processing

Professional features

HDMI input

Advantages

Video monitor accuracy

High quality picture decoding

Smooth colour gradation

Basic production features

High quality future proof A/V interface

Benefits

Cost effective video monitor below EUR 1k

Enhanced flexibility with HD-SDI input

Accurate colour and smooth transition

Reference monitor for Entry level application

Compatible with DSLR and Prosumer camcorders

Service and Support

Prime Support package

2 years warranty, helpdesk front line, repair within 7 days or loan unit provided

LMD-2341W/1541W

23-inch and 15-inch High Grade
LMD Professional Monitors



The LMD 41W series is expanding Sony Professional Monitor range to cover various broadcast and professional applications. This high grade LMD series has been specifically designed to satisfy demand for integration in Digital Galleries with a new product concept. It also fits nicely in wide range of applications as stand-alone monitors.



| Market | Applications |
|-------------------------------------|---|
| Broadcast, corporate, institutional | Production gallery, editing, office viewing, studio, etc. |

| Top Features | Advantages | Benefits |
|-----------------------------|---|--|
| Slim bezel chassis | Space savings | More units can be installed in a Gallery |
| Metal chassis | Robust | Reliable, peace of mind |
| All-in-one design | Simple and fashionable design | No extra cost, easy to use |
| 3G/HD/SD SDI and HDMI input | Accept wide range of digital signals up to 1080p | Cover various applications from Prosumer entry level up to high quality broadcast applications |
| Dynamic IMD, Tally control | Automatic display of naming and Tally in a monitor wall | Enhanced flexibility for users |

Service and Support

| | |
|-----------------------|---|
| Prime Support package | 2 years warranty, helpdesk front line, repair within 7 days or loan unit provided |
|-----------------------|---|



LMD-2041W

High Grade LMD Professional Monitor



The LMD-2041W is the latest in the LMD 41W range of Professional Monitors. This high grade 20-inch LMD Professional Monitor has been specifically designed to satisfy demand for integration in Digital Galleries with a new product concept. It also fits nicely in a wide range of applications as a stand-alone monitor. The LMD-2041 has a resolution of 1600 x 900.



| Market | Applications |
|-------------------------------------|---|
| Broadcast, corporate, institutional | Production gallery, editing, office viewing, studio, etc. |

| Top Features | Advantages | Benefits |
|-----------------------------|---|--|
| Slim bezel chassis | Space savings | More units can be installed in a Gallery |
| Metal chassis | Robust | Reliable, peace of mind |
| All-in-one design | Simple and fashionable design | No extra cost, easy to use |
| 3G/HD/SD SDI and HDMI input | Accept wide range of digital signals up to 1080p | Cover various applications from Prosumer entry level up to high quality broadcast applications |
| Dynamic IMD, Tally control | Automatic display of naming and Tally in a monitor wall | Enhanced flexibility for users |

Service and Support

| | |
|-----------------------|---|
| Prime Support package | 2 years warranty, helpdesk front line, repair within 7 days or loan unit provided |
|-----------------------|---|



Professional Audio

Introduction

Key Messages

- Sony has sold over 6000 Channels of DWX Digital Wireless Audio Solutions since the Introduction 2008. DWX Digital Wireless Audio Solutions are still the only full digital systems on the market with a high reputation in ENG and Broadcast market, but also in Opera houses and theatres we have customers who love the system. The frequency change is in a full run In most European countrys and there and a lot of customers will look for new systems.
- Sony's key message in this move is 'Move to Digital', as customers look to upgrade their audio systems, it make sense to buy into the latest digital technology with all its benefits.
- Fully digital, high quality audio with stable RF, multi-channel operation and digital encryption are just some of the benefits of the Sony DWX Digital Wireless Audio Solutions.
- IBC 2011 will see further expansion of the market for Digital Wireless with new DWA-F01D slot-in receiver adaptor for mixer-bag use with the DWRS01D. This is aimed at location sound recordists.

Comments

- Many Broadcast customers will come to IBC with concerns about their radio mic systems in their ENG and Studio operations.
- Sony is positioned well to take advantage of this move in frequencies, by offering an extensive modification and/or replacement offering.
- Aimed at the live sound market in theatre, concert and broadcast studio applications, along with location sound recording and ENG with slot-in receivers for many Sony camcorders, the Sony DWX Digital Wireless Audio Solutions offer the benefits of wired sound, wirelessly!

DWM-01/F31 and C31

Digital Hand-held Microphones



Starting with a new microphone dynamic capsule (DWM-01/F31) and another with a condenser capsule (DWM-01/C31) both perfectly matched for vocal applications, the all-digital wireless signal path maintains the essence of the live performance transparently, with a wide frequency response and a superb dynamic range. For performers, they are the ideal size and weight for the most demanding conditions. For engineers and producers, microphone metadata allows accurate and instant control of important parameters.



Top Features

- Digital handheld microphones with newly developed uni-directional (supercardioid) dynamic and condenser capsules.
- Ideally suited for vocal applications.
- Low latency and secure audio transmission with metadata.
- The microphones frequency response is 60 Hz – 18 kHz with a maximum input level of 151 dB SPL.
- 5-hour battery life using two AA alkaline batteries at 10 mW power setting.
- Selectable output power 1/10/50 mW.
- Transmitter functions; including input attenuator, RF frequency selection, RF power output, Audio LCF frequency and a power sleep mode (in the transmitter) can be remotely controlled from the digital wireless receiver. (using 2.4 GHz IEEE802.15.4 communication technology).
- Equipped with the organic EL display.
- Perfect size and weight for performers.

Service and Support

| | |
|-----------------------|--|
| Prime Support package | Basic package, 2 years warranty, helpdesk front line |
|-----------------------|--|

| Market | Applications |
|--------------------------------|---|
| Live stage and broadcast audio | <ul style="list-style-type: none">• Live event and concerts• Live studio productions• Focused on supremely high quality audio and extreme usability for performers, the digital microphone range is set to become the standard choice for performers and live audio engineers worldwide |



DWR-R01D

2-Channel Wireless Receiver



The DWR-R01D is a 2-channel, 1U-size rackmountable receiver for live stage and studio use. Get these key benefits by going digital with a Sony Digital Wireless Microphone System:



- **Quality:** Crystal-clear audio with an excellent frequency response, low distortion and a wide dynamic range.
- **Stability:** All-new Sony digital technology means less interference, fading and intermodulation distortion.
- **Security:** Highly secure system with encryption to prevent interception and piracy.
- **Versatility:** Efficient multi-channel operation with easy set-up and support for up to one and a half times as many simultaneous microphone channels as a typical analogue wireless system.
- **Flexibility:** Stay in control with extra features like remote adjustment of frequency selection and wireless control of transmitters.
- **Efficiency:** The transmitter sends battery status, RF level information and the performers name back to the receiver.
- **CrossRemote** for controlling your transmitter via 2.4 GHz (IEEE802.15.4 communication technology).
- **Ethernet 10/100Mbit** for controlling DWR-R01D via Wireless Studio Software (WINXP/WIN7).

Top Features

- Up to eight DWR-R01D units can be cascaded, and by using the optional WD-850 UHF Antenna Divider, more than 16 channels can be operated simultaneously.
- The DWR-R01D gives coverage of a wide RF bandwidth of 72MHz.
- The DWR-R01D features pre-programmed wireless channel plans for simultaneous multi-channel operation
- Each channel is equipped with a large Professional OLED display for easy operation.
- To assist in the wireless system set-up, the digital wireless receiver includes both clear channel and active channel scan functions.
- As well as analogue audio output, the DWR-R01D comes equipped with 3 AES/EBU outputs.
- The Word Sync input / output for external word sync signal is also available.
- DWR-R01D supports diversity reception, and two input terminals for the antenna are provided. The DC power output for the external antenna is either 9 or 12 V.

Service and Support

| | |
|-----------------------|--|
| Prime Support package | Basic package, 2 years warranty, helpdesk front line |
|-----------------------|--|

| Market | Applications |
|--------------------------------|---|
| live stage and broadcast audio | <ul style="list-style-type: none">• Live event and concerts• Live studio productions |



DWA-F01D

Wireless Slot-in Receiver Adaptor



The DWA-F01D is a wireless slot-in receiver adaptor for sound-mixer bag applications. This has been designed to integrate Sony DWR-S01D two-channel slot-in receivers into audio workflow for location sound acquisition. Typically a sound engineer would require two x 2ch receivers to acquire and mix on set or on location. The DWA-F01D also offers support for existing analogue WRR-855 single channel receivers.

The unit is also able to offer DWX Digital Wireless Audio Solutions for other camcorders which don't feature an integral slot-in feature.



| Market | Applications |
|---------------------|---|
| Broadcast, ENG, LFP | Location Sound, Camcorder Wireless Audio acquisition |

| Top Features | Advantages | Benefits |
|---|---|---|
| Digital Wireless Operation | Unique Sony Digital Wireless System | Superior sound quality, RF stability, encryption and control/monitoring of transmitters |
| Flexible Operation | Can be used on Camcorder or in Mixer Bag | For rental companies, a very flexible product to maximised ROI on DWX Digital Wireless Audio Solutions in the field |
| Flexible Power Operation | Use of DC, or NP-F battery power | Can be powered in different ways. Uses low-cost NP-F series batteries |
| Top OLED display | Clear indication of status, easily viewed in mixer bag | In dark situations Sound Engineer can easily monitor battery-life/RF signal etc |
| Parallel 2Ch AES/EBU and 2 x XLR output | Totally digital path into the mixer with AES/EBU, no D/A conversion | Better sound quality, flexible outputs |

| Service and Support | |
|-----------------------|--|
| Prime Support package | Basic package, 2 years warranty, helpdesk front line |



ECM-VG1

Entry-level Directional Shotgun Microphone



The ECM-VG1 is an entry level super-cardioid directional shotgun microphone Designed for professional field and studio production applications at an affordable price. The short shotgun, super-cardioid design enhances directional response and is ideal for clean recording of medium range sound sources.



The sound level at 90° is higher than an ECM-673 making this ideal for documentary makers who need less targeted polar pattern.

| Market | Applications |
|--|---------------------------------------|
| Documentary, Corporate, Event Videographer, Education, Budget Movie-Making | TV Production, Event Production, Film |

| Top Features | Advantages | Benefits |
|--|--|---|
| Outstanding Sound Quality | Flat-and-wide frequency response (40 Hz to 20 kHz), excellent sensitivity of -33 dB | Exceptionally smooth and natural sound reproduction |
| Compact and Extremely Lightweight Design with Metal body | Lightweight shotgun microphone | Maintains good balance even when mounted on compact camcorders |
| Newly Developed Windscreen | Greatly reduces wind noise and breath pops. | Ideal for outdoor use |
| Built-in Low-cut Filter | The built-in low-cut filter is effective at reducing rumble from wind noise, vibration or air conditioning | Enables clean recording of target sound, reducing the effect of exterior sources of noise |
| External DC (40 to 52 V) Operation | Balanced output operation on 48 V standard external power | For use on a range of Sony Camcorders |

Service and Support

| | |
|-----------------------|--|
| Prime Support package | Basic package, 2 years warranty, helpdesk front line |
|-----------------------|--|



Live Production

Introduction

Our diverse expertise and proven track record in live production will give you the tools to amaze your customers.

The team covers:

- Outside Broadcast solutions.
- Studios.
- Sports applications.

3D is a layer that straddles all business areas. Diverse range of project expertise from SNG trucks to 32-camera trailer. Quality is key. Experienced and dedicated Live production team ensure projects are delivered on time and budget.

Outside Broadcast

- Over 80 HD vehicles delivered since 2005.
- Global team working in collaboration with partners.
- Full 3D CAD design capabilities.
- Best of breed approach to project design – realistic approach to vendor products.
- Delivery of 3D layer within existing infrastructure is a growing focus.
- At IBC, strong focus for OB customers with new introductions in studio cameras, vision mixers and SR technology.

Studios

- Strong history of studio integration across Europe.
- Close working relationship with automation companies, lighting and set design specialists.
- Full understanding of studio workflow from acquisition through to post production.

Sports

- 3D Live Production partner of choice: World Cup, Ryder Cup, Wimbledon.
- Delivery of new technology to drive live production processes forward: HDFA-200, MPE-200, Rig agnostic.
- Implementation of SR within live production environment offers significant cost and time savings; 1TB of SRMemory stores an entire 3D ISO recording for 90 minutes.

Key Messages

- Best product portfolio in the market with reliable and operator accepted products.
- Sony is THE 3D market leader with HDC-P1, HDFA-200 and MPE-200.
- Strong Live Production Field Service Team across Europe to support.

Systems Cameras

- Over 80 HD vehicles delivered since 2005.
- Sony HD system camera family extends with new product additions at both ends of the scale, HDC-2500 Series for High End Broadcast Production and HXC-D70 for Entry Level Live Production.
- Around 16,800 Sony HD system camera sold world wide – Over 10,000 HDC-1500R series sold world wide.
- Enhanced camera peripherals, New HZC-CSM10 camera system management PC application software and New DXF-C50WA 5 inch colour LCD viewfinder for HXC-D70 and current DXC models.

Live production switchers

- Sony switcher family extends with new product additions at both ends of the scale. New MCS-8M all in one production switcher for the entry level and a New member of the MVS family the MVS-7000X modular production switcher.
- Around 2,500 MVS switchers sold world wide.
- Additional software features across a number of products including V11 for MVS-8000 family and V2 for DFS-900M.
- Price repositioning for DFS-900M.

MPE-200

- Versatile processor box using high-performance PS3 Cell chip.
- Easy change of application during boot-up.
- Sold 60 units in PSE already.
- New software options for MPE-200 include:
 - Quality control
 - Camera Stitching application
 - New Multiscreen Application as Product Idea

HDC-2500

3G Multi-Format HD System Camera



The new HDC-2500 series is succeeding the HDC-1500R series by incorporating the latest Sony's most advanced technologies for studio cameras. A newly developed 2/3" CCD and the new Digital Signal Processing (DSP) with 16 bit A/D converter provides amazing picture quality with very few noise and high dynamic range.



Based on Sony customers' feedbacks, the HDC-2500 series provides new functionalities as well as a new carbon graphite body design for more robustness and operational efficiency.

The HDC-2500 series is 3G and has multi-format capability from 1080/100i (double speed) to 1080/50p including 1080/50i, 1080/25p and 1080/24p.

The HDC-2500 series is fully compatible with the HDC-1500R series and its accessories (such as Viewfinders, RCP, MSU, Large Lens adaptors), as well as the newly developed CCU's (HDCU-2000 & HDCU-2500).

| Market | Applications |
|---------------------------------------|--|
| High-End OB-Van and Studio Production | For shooting high-end outdoor or studio events (such as sports and TV shows) |

| Top Features | Advantages | Benefits |
|---------------------------------------|---|--|
| Newly developed CCD & DSP | The best of Sony's technology is available in this camera and makes it futureproof | <ul style="list-style-type: none"> • Highest picture quality • Higher processing potential for creativeness • All video formats available for any shooting type |
| 1080/50p & 3G standard | HDC-2500 series provides 3G transmission as standard that enables 1080/50p production over a single fibre or use this extra bandwidth for 3D, DMC, extra length | Flexibility in use: <ul style="list-style-type: none"> • 1080/50p or 3D or RGB 444 or Second camera trunk line with single fibre • Up to 4km distance • Gigabit Ethernet Trunk line |
| New Carbon Graphite Body | Improving robustness of the camera offers piece of mind in terms of durability but as well better cooling in hot conditions and a better balance for operations | <ul style="list-style-type: none"> • Robustness & Durability • Operating in all temperature conditions |
| Fully compatible with HDC-1500 series | Cross connection with HDC-1500R series is available and all accessories are fully compatible | <ul style="list-style-type: none"> • Smooth transition/upgrade for existing HDC customers • Benefit from all the Sony peripherals range (Viewfinders, RCP's, MSU's, HDLA) |

Service and Support

| | |
|------------------------------|--|
| Individual Support Contracts | |
|------------------------------|--|



HSC-300/U

Portable SD/HD system camera



The HSC-300 Studio Camera is a Digital Triax based Studio Camera, that offers a cost effective choice for Broadcasters. Compatible with HDC series accessories (RCP, MSU, HDLA, HDVF), it allows you to work in a standard Triax environment while keeping Sony's high quality technologies and operational efficiency.



For more flexibility on rentals or Studio pools, the HSC-300 offers full compatibility with HXCU-100 CCU, while the HSCU-300 CCU is compatible with HXC-100 camera head.

| Market | Applications |
|------------------------------|--|
| OB-Van and Studio Production | For shooting outdoor or studio events (sports, TV shows, etc.) |

| Top Features | Advantages | Benefits |
|---|--|---|
| Digital Triax Transmission | Sony unique digital transmission over standard Triax Cable with full video bandwidth and delay <12ms | Highest signal quality Enables the use of old & standard Triax cables |
| SD & HD operations | HSCU-300 offers simultaneous operation in HD & SD production | Flexibility for simultaneous SD & HD production |
| Compatibility with all HDC series accessories | Offers wide range of accessories from Viewfinder to Camera Remote Control units | Easy to find on rental market |
| Cross compatibility with the HSC-100PK/U | HSC-300 can be connected to HXCU-100 and HXC-100 can be connected to HSCU-100 that offers flexibility and cost effective solutions | Enables mixing of equipments and cheaper configurations just having the required features set |

Service and Support

| | |
|------------------------------|--|
| Individual Support Contracts | |
|------------------------------|--|



HDFA-200

Dual-channel HD fibre-optic transmission adaptor



The HDFA-200 is a single fibre transmitter for dual camera systems. Perfect for 3D applications, it provides both signals transmission, genlocks and DC12V power for the cameras. Connected to a 3G CCU from the HDC series, it provides an extra DC12V output for Rig or Crane power supply, as well as a high speak RS232/422 Trunk line for Data pass through. It also adds all the intercom and VF features needed for cameramen to work in Broadcast environment, providing 3D VF information and Video Returns access for making setup & operations more efficient.



| Market | Applications |
|------------------------|---|
| OB-Van & 3D Production | For shooting high-end outdoor and 3D events |

| Top features | Advantages | Benefits |
|--|---|---|
| Transmit 2 camera signals over 1 Fibre | Requires less cables and less time for the setup | Quicker install time Smoother operations |
| Power supply for cameras & external device | No need to add external power supplies for cameras & rigs (or crane) | Quicker install time Safer operations |
| Unique 3D functions such as 3D Viewfinder | Offers a view of both cameras mixed or anaglyph, and dual camera control with 1 RCP | Better operations in 3D Quicker install time |
| High speed trunk line | Offers RS232/422 protocol data to pass through the Fibre without extra line | Rig or Crane control with the DC12V output without needing other cables |
| Portable & Robust | Designed for OB environments and easy to fit under a rig or tripod | Easy to setup Safer operations |

Service and Support

| | |
|------------------------------|--|
| Individual Support Contracts | |
|------------------------------|--|



HDC-P1/U

HD compact system camera



The HDC-P1 is a multipurpose high-definition video camera, equipped with 2,2-million pixel 2/3-inch type Power HAD FX CCDs. The camera has a compact, box-shaped case, so it requires little space for installation and can be used for a variety of applications. A camera control system that uses the same protocol as a HDC studio camera is employed, allowing the camera to be used for system operation in combination with a multi-camera studio system.



| Market | Applications |
|--|--------------------------------------|
| High-End OB-Van and Studio Production & 3D Shootings | Studio, Live and DMC & 3D Production |

| Top Features | Advantages | Benefits |
|--|--|---|
| Power HAD FX CCD | Due to Sony's advanced sensor technologies, the CCD imager offers a high sensitivity and good signal to noise ratios | Enable 24p & 25p for DMC & Creative Live Productions |
| Two remote control optical filters | The HDC-P1 is the first camera of its type with two optical filters - Neutral Density (ND) and Colour Correction (CC) | To provide more flexibility under changing lighting conditions and easier picture matching with full size system cameras. Both filters are servo driven so they can easily be controlled remotely |
| Compact and Lightweight Design | The HDC-P1 weighs only 1.7 kg (3 lb 12 oz) and its dimensions are a compact, 86mm(W) x 130mm(H) x 189mm(D) | Easy installation in space-constrained and awkward areas such as on a crane head or helicopter as well as for Steadycam & 3D lightweight configurations. |
| High performance colour matching functions | Provide colour matching with current SD cameras such as DXC series with dedicated SD signal processing. Also a variety of colour adjustment functions. | Knee Saturation, Low Key Saturation, Multi Matrix, Hyper Gamma may provide "easy to match" capability and reproducing creative colour capabilities among several cameras. |
| Same control system as HDC/HSC/HXC Series Cameras. | The HDC-P1 camera is fully compatible with Sony's current Master Set-up Units (MSU) and Remote Control Panels (RCP) using 700 Protocol | This flexibility allows for comprehensive camera systems or simple point-to-point systems. |

Service and Support

| |
|------------------------------|
| Individual Support Contracts |
|------------------------------|



HDCU-1500D/U

HD Camera Control Unit



The new HDCU-1500D/U base station features 1080p/50 and 1080p/60 signal transmission via SMPTE-Fibre cable from camera head to CCU using a High-Bitrate transmission system. This new camera control unit accomplishes the current HDC-camera line-up and is exactly the same CCU like HDCU-1500/U but including the High-Bitrate transmission system. This High-Bitrate transmission system can also be included into the HDC-1500/U model (Option: HKCU-HB15), but HDCU-1500D/U has a price advantage of about 20% compared to the optional upgrade kit (i.e.: HDCU-1500/U plus HKCU-HB15).



| Market | Applications |
|---------------------------------------|--|
| High-End OB van and Studio Production | For high-end outdoor or studio events (sports, TV shows, etc.) |

| Top Features | Advantages | Benefits |
|---|---|--|
| Transmission of 1080p/50 or 1080p/60 signal from camera head to CCU | Native 1080p/50 or 1080p/60 signal can be transmitted to Camera Control Unit via SMPTE fibre cable w/o any compression or signal loss | highest signal quality no signal loss due to analogue transmission or compression camera can also be used in RGB mode (eg. chroma keying, colour grading) |
| 3G Outputs (Option: HKCU-2005) | HKCU-2005 Option board supplies 4x 3G-Output from HDCU-1500D | single-link connection for 1080p/50 or 1080p/60 signal |
| Priceattractive Model | HDCU-1500D/U includes the 1080p-option as a factory standard and shows a significant price advantage over HDCU- 1500/U plus HKCUHB15: saving of about 20% | lower investment costs future-proof equipment |
| All features of HDCU- 1500/U | numerous outputs 2 option slots for extension long cable extensions (up to 1.8 km) reliable and easy to use | state-of-the art picture quality and performance high system flexibility 2 CH intercom system |
| Portable and compact | easy integration in small cars | high quality signals even in small TV environments |

Service and Support

| | |
|------------------------------|---|
| Individual Support Contracts | Tailor-made service contracts are available |
|------------------------------|---|



HDCU-1000D/U

HD Camera Control Unit



The new HDCU-1000D/U base station features 1080p/50 and 1080p/60 signal transmission via SMPTE-Fibre cable from camera head to CCU using a High-Bitrate transmission system. This new camera control unit accomplishes the current HDC-camera line-up and is exactly the same CCU like HDCU-1000/U but including the High-Bitrate transmission system. This High-Bitrate transmission system can also be included into the HDCU-1000/U model (Option: HKCU-HB10), but HDCU- 1000D/U has a price advantage of 20% compared to the optional upgrade kit (i.e.: HDCU-1000/U plus HKCU-HB10).



| Market | Applications |
|---------------------------------------|--|
| High-End OB van and Studio Production | For high-end outdoor or studio events (sports, TV shows, etc.) |

| Top Features | Advantages | Benefits |
|---|---|---|
| Transmission of 1080p/50 or 1080p/60 signal from camera head to CCU | Native 1080p/50 or 1080p/60 signal can be transmitted to Camera Control Unit via SMPTE fibre cable w/o any compression or signal loss | Highest signal quality no signal loss due to analogue transmission or compression camera can also be used in RGB mode (eg. chroma keying, colour grading) |
| 3G Outputs (HKCU-2005) | HKCU-2005 Option board supplies 4x 3G-Output from HDCU-1000D/U | Single-link connection for 1080p/50 or 1080p/60 signal |
| Priceattractive Model | HDCU-1000D/U includes the 1080p-option as a factory standard and shows a significant price advantage over HDCU- 1000/U plus HKCUHB10: saving of about 20% | Lower investment costs future-proof equipment |
| All features of HDCU- 1000/U | Numerous outputs option slots for extension long cable extensions (up to 3 km) reliable and easy to use | State-of-the art picture quality and performance 2 CH intercom system AC power supply possible (in combination with HDLA-xxxx large lens supporter) |
| Two Prompter Lines | 2 signals can independently be transmitted from HDCU-1000D/U to HDC-1000RD/U or HDC-1500RD/U camera head | Prompter signal and additional signal are available from camera head |

Service and Support

| | |
|------------------------------|---|
| Individual Support Contracts | Tailor-made service contracts are available |
|------------------------------|---|



DXF-C50WA

Colour LCD Viewfinder



The new DXF-C50WA, 5-inch colour LCD viewfinder, is the successor model of the DXF-C50W. As its predecessor, it maintains same compatibility and functionality for the PMW-300/320/500. But, only when used with the HXC-D70, the DXF-C50WA will display HD pictures coming from the camera for a better resolution for focusing.



| Market | Applications |
|--|------------------------------|
| Small regional studio, Education, B&I production | Professional Live production |

| Top Features | Advantages | Benefits |
|-------------------------------|---------------------------------------|--|
| HD VF displaying with HXC-D70 | Better resolution for better focusing | Helps cameraman in focusing critical HD pictures |

HZC-CSM10

Camera Control Software



The HZC-CSM10 (tentative model name) is a PC-MSU Windows based application software for controlling a camera system from a PC. For the camera system not to depend on PC stability, to include a MSU in Master mode is very recommended (PC-MSU can also work as Master mode at customer's risk for PC stability). System requirements are Windows Vista (32bits) or Windows 7 (32bits/64bits), and 2GByte RAM.

| Market | Applications |
|--|---------------------------|
| All System Camera OB truck and studios | Broadcast Live production |

| Top Features | Advantages | Benefits |
|--------------------------------------|---|--|
| PC based application | Network control of your camera system | Location-free PC control of the system |
| GUI for camera adjustment | GUI for controlling any parameter of the cameras camera | Even easier camera adjustment with dedicated GUI |
| RCP assignment GUI | Powerful and easy to use GUI for RCP to camera assignment | Fast and easy reconfiguration of your control panels without cabling |
| File management | File transfer among cameras with your mouse | Very fast adjustment of a complete multi camera system |
| Diagnosis and optical level displays | System status information available in your PC | Extra safety by remote supervision of the system |



HXC-D70

Affordable Professional HD Camera



The HXC-D70 is a very affordable professional HD video camera, equipped with 3 full HD resolution 2/3-inch CMOS sensors. The camera has a built in multi-core connector for direct analog SD transmission to an existing CCU-D50 or digital HD transmission to the new HXCU-D70 by using a standard CCZ-A multicore cable. It is compatible with all existing 2/3" lenses, and can be used with a wide range of viewfinders. It is the perfect solution for actual DXC users who wants to start migration from SD to HD and keep using part of their infrastructure, and for those who want to step into the HD with a minimum investment.



| Market | Applications |
|--|------------------------------|
| Small regional studio, Education, B&I production | Professional Live production |

| Top Features | Advantages | Benefits |
|--|---|--|
| Compatible with CCU-D50 | Just exchange DXC camera head by the new HXC-D70. Up to 300m Analog SD transmission via CCZ-A cable and simultaneous SDI (HD or SD) output from camera head via BNC. Use your RCP-D50/51 or RM-7G for CCU-D50 control | Step by step migration from SD to HD. Minimum investment for a HD/SD camera system |
| Usable with a wide range of viewfinders | SD I/F with DXF-51, DXF-801 and DXF-20W. Also HD I/F with new VF's: DXF-C50WA 5" LCD and CBK-VF01 3.5" LCD | So many VF choices for making a budget conscious migration to HD much easier |
| Plenty of functions live production applications | Prompter line, Trunk I/F, 2x Audio channels, 2x Digital Extender, 7 standard Gammas plus 4 HyperGammas, ALAC, Auto Focus (with AF lens), Skin Detail, Low Key Saturation, etc | Ideal for many live production applications |
| 3x 2/3" Full HD CMOS sensors | High sensitivity (F13@50i) and S/N (-59dB HD/-65dB for great HD and SD pictures | Improved SD picture quality. Compatible with 2/3" lenses |



HXCU-D70

Camera Control Unit for HXC-D70



The HXCU-D70 is the new Multicore HD Camera Control Unit for the HXC-D70 camera. With a CCZ-A cable, digital HD transmission of up to 100m is available. Includes Downconversion to SD as standard; simultaneous HD and SD outputs are available. Supports 700 control protocol, so can be used with RCP-1000 series and RM-B750/B150 remote control panels.



| Market | Applications |
|--|------------------------------|
| Small regional studio, Education, B&I production | Professional Live production |

| Top Features | Advantages | Benefits |
|--|--|--|
| Front control panel fitted as standard | Very user friendly front control panel | Basic camera control without any remote panel for very low budget or reduced space systems |
| 4x selectable HD-SDI or SD-SDI outputs plus Analog VBS and componets. HDMI and S-Video outputs | Fitted with every video I/O required in most production applications | Plug-and-play in any existing HD or SD live production environment |
| Variety of RCP panels. Connection via LAN or CCA-5 cable | Versatile control configuration | Flexible configuration for any particular requirements |
| Intercom and prompter channels | Two fundamental live production requirements supplied as standard | No compromise system, even with a low cost camera |



MVS-8000X

3G Production Switcher



After the successful launch of the MVS-8000X at last year's IBC we are now showing the latest V11 software. This together with the recently released V10 allows for the following new features:



- SD Mode
- 8 keyers per ME bus
- 2.5D resizers on each keyer
- Format conversion (SD – HD, up and down)
- Multi viewer support

Product Specifications:

- Up to 5M/E with Multi Program 2 (equivalent to 10M/E)
- 200 Inputs Connectors & 100 Outputs Connectors
- 4 Keyers/M/E(1080p mode), 8 Keyers/M/E(1080i/720p mode)
- Each Keyer has Resizer capability (now 2.5D)
- 16-channel Input Format Converter, 4-channel Output Format Converter
- 2000 Frames Frame Memory
- 2-channel simple Multi Viewer Outputs
- 10RU-size switcher processor

Market

Medium to large production and multi production facilities.

Applications

Live production video switcher

| Top Features | Advantages | Benefits |
|--------------------------------------|---|--|
| HD or single link 3G capable | Ready for any future requirement for 3D or 1080/50P production | Upgrade to HD and 1080/50P production at own time |
| 8 keyers per ME (1080/50i mode) | Caters for the most complex of keying requirements | Minimises the need for additional ME banks |
| Internal 2.5D resizer on every keyer | Basic picture in picture effects can be produced without the need for external DME unit | Cost saving |
| Internal multiviewer | Produce multi-view monitor signal from inside the switcher processor | No need for expensive external converter. Also reduces the delay associated with external processing |
| Part of existing MVS-8000 Family | Operators can be immediately familiar with operational style | Minimum retraining necessary |



MVS-7000X

3G Production Switcher



MVS-7000X is the latest addition to the highly successful MVS family of production switchers. Like its bigger brother the MVS-8000X, launched at IBC 2010, this unit is ideally suited to all but the largest HD production today. With a simple software upgrade the system can be reconfigured for 1080/50P productions. The new processor also benefits from a flexible ME architecture allowing for up to 6ME operation from the single chassis. Further attractive options include; internal 2 or 4 channel DME, format convertor and frame memory board. With the range of options and internal flexibility the MVS-7000X is really suited to any production studio application.



Product Specifications:

- Up to 6 M/E in 1080/50i mode
- 80 inputs and 48 outputs
- Flexible key configuration
- Each Keyer has Resizer capability (now 2.5D)
- 8-channel Input Format Converter, 2-channel Output Format Converter
- 2000 Frames Frame Memory
- 2-channel simple Multi Viewer Outputs
- 8RU-size switcher processor

Market

From small to large production facilities and multi studio users.

Applications

Live production video switcher

| Top Features | Advantages | Benefits |
|---|---|--|
| SD, HD or single link 3G capable | Ready for any future requirement for 3D or 1080/50P production | Upgrade to HD and 1080/50P production at own time |
| Internal 2.5D resizer on every keyer | Basic picture in picture effects can be produced without the need for external DME unit | Cost saving |
| Internal multiviewer | Produce multi-view monitor signal from inside the switcher processor | No need for expensive external converter. Also reduces the delay associated with external processing |
| Range of internal options to suite programme requests | Powerful internal options (frame memory, DME unit and format convertors) can be supplied only when required | System can be configured to suit current operational requirements and expanded as needs change |
| Part of existing MVS-8000 Family | Operators can be immediately familiar with operational style | Minimum retraining necessary |



MCS-8M

Affordable Video & Audio Switcher



The MCS-8M is a new affordable Video & Audio switcher, with lot of built-in Functions. It has 8 video inputs (HD or SD), 4 video outputs (HD or SD), 1x multi-viewer, 1 Key, 1 DME Channel, Aux Mix, Frame Memory. It has 3D features and uses same internal processing as MVS series.



Market

Small regional studio, Education, B&I production

Applications

Professional Live production

| Top Features | Advantages | Benefits |
|---|---|--|
| Audio & Video switcher | Both audio and video can be mixed with the same equipment | No need of an external audio mixer, same features as the very popular Anycast Station for Audio mixing |
| 8 inputs & 4 outputs | Very well sized matrix for small regional studios & low budget applications | Easy to mix Video equipment & Computer sources with HDSDI, HDMI & DVI interfaces |
| Integrated multi-viewer | All sources can be displayed on a single monitor with 4-6 or 10 splits | No need of external multi-viewer and save monitoring space |
| 1x Key and 1x DME Channel + USB port for still import | Well integrated solution for graphics import and simple transitions | No need of external device for logo integration |
| 3D feature | Can support 2x Live 3D cameras | Can be used for small 3D productions |



DFS-900M V2.0

Multi-Format DME Switcher



The DFS-900M is designed for smaller and budget conscious production applications. Despite its size it is still bursting with features and will allow seamless integration of SD and HD sources. Catering for up to 24 inputs and 12 outputs the DFS can accept SDI, HD-SDI, DVI and composite inputs through a variety of options. Up to 6 channels of DVE can be supplied with two being provided as standard. multi-viewer outputs, format conversion, frame memory and SD/HD operation makes this a very cost effective solution for the budget conscious market. At IBC this year we will be showing new V2 features and hardware options:



- 3D operation
- Remote server playback control
- New 1.5 ME control panel
- All I/P and O/P modules
- New DVE effects

| Market | Applications |
|--|--|
| Small to medium broadcast and 2nd tier production facilities | <ul style="list-style-type: none"> • Live production video switcher • Conference production • Universities and colleges |

| Top Features | Advantages | Benefits |
|--------------------------------------|---|---|
| Up to 24 Inputs | Large input matrix allowing for medium sized broadcast applications | Configurable according to a customers need and budget |
| Multi-format with built in convertor | Allows for integration of SD and HD sources without the need for external convertor | Cost saving and operational simplicity |
| 2 multi-viewer outputs | Can have multiple displays on single monitors | Cost reduction |
| DVI and composite I/Ps and O/Ps | Computer and consumer products can be used in conjunction with DFS-900M | Broader market appeal, which includes non BC customers. Good for conference, presentation and stadium applications. |
| Up to 6 channels of DVE | Powerful effects can be created from internal DVE | Appeals to broadcast and pro markets |



3D Box v1.3

3D Software for MPE-200 Image Processor



The 3D Box software is the market reference for Broadcast 3D Live Production. This application software for MPE-200 hardware provides a real time analysis and correction of Stereoscopic 3D signals out of a rig. Correction can be manual or automatic, depth analysis can be exported as an XML metadata in real time and the new v1.3 officially support Live Rig Control.



| Market | Applications |
|---------------|---|
| 3D Production | Broadcast 3D Live production 3D Post Production |

| Top Features | Advantages | Benefits |
|---------------------------------|--|--|
| Automatic alignment | No need to spend time on finding the right adjustment/correction | Save time on configuration of the rig |
| Depth analysis & XML webservice | Precise information about 3D Depth budget | Avoid mistakes on 3D quality and automatic depth information transmission to 3rd party equipment |
| Automatic depth control | No need of operator in front of the box | Just set the desired depth budget and software calculates IOD & Convergence automatically |
| Automatic colour Correction | No need of camera operator | Can correct the colorimetry of both cameras and match them without needing a specific operator |
| Live Rig Control | Control directly the rig from the Box | Have access to the box analysis while controlling the Rig remotely |



Picture Stitching V1.0

Stitching Software for MPE-200



Picture stitching software for MPE-200 is an application that combines 3 camera signals into a single panoramic image that can be virtually browsed and output.

With this system, you'll never again miss a part of the field of play you are totally covering in real time. With the addition of the player tracking data, this tool provides an unique match analysis processor for both broadcasters and sports clubs. Last but not least, this can be a unique single operator solution for small & medium sports coverage that can not afford a full OB Van crew in terms of cost.



| Market | Applications |
|---------------------------|---|
| Broadcast Live Production | Broadcast Live production, Stadiums, Sports Clubs |

| Top Features | Advantages | Benefits |
|---------------------------|---------------------------------|--|
| 3 camera stitching | Cover full pitch with 3 cameras | Never miss any action as the virtual camera can go everywhere on the covered area |
| 1 operator for all system | Reduce operator cost | Can cover a full sport pitch with very limited crew |
| Tracking data input | Add player tracking layer | Enable game analysis with tracking data and full pitch overview for more enhanced experience |

FX Box V1.1

3D Graphics Software for MPE-200



FX Box software for MPE-200 hardware is an application that allows content producers to get in real time the render of 3D Graphics mapped with up to 4x

HD-SDI video in Real Time. The effects can be controlled directly from a switcher to set the duration, position, view point, object position change.



| Market | Applications |
|---------------------------|---------------------------|
| Broadcast Live Production | Broadcast Live Production |

| Top Features | Advantages | Benefits |
|-------------------------|---|--|
| Real Time rendering | Apply 4x HD-SDI video in real time onto a 3D Graphics | No need to redo a rendering when want to change video |
| Real Time video mapping | Render in Real Time the 4x HD-SDI video signals | More creative transition in live as no need of a render time for the 3D graphics |



MPES-2D3D1 V1.1

2D to 3D Software for MPE-200
Image Processor



MPES-2D3D1 is a software for MPE-200 hardware. The aim of this software is to provide the ability to convert 2D materials in Stereoscopic 3D, based on a unique Sony algorithm and some parameters. The parameters can be controlled through a PC GUI that work a a client. Other applications can be installed on the MPE-200 and simply switched with a web based tool.



| Market | Applications |
|------------------------------------|--|
| 3D Live Production Post Production | Add converted 3D in Live Production Convert archive materials for new 3D program |

| Top Features | Advantages | Benefits |
|-------------------------------------|--|--|
| 4x HD-SDI input selectable | No need to use router resources to change converted source | 1 box can be used to convert 4 different sources |
| Different parameters for each input | Can convert 4 inputs with different settings | 1 box can convert 4 sources while competition need 4 boxes |
| Unique Sony Algorithm | Realistic 3D converted result | Accurate 3D converted output for natural insertion on 3D program |
| 6 parameters on top of algorithm | Can create natural 3D depending on the source | Able to create accurate converted 3D depending on the source or the targeted Screen size |
| MPE-200 hardware | Other applications can be installed | Maximise the use of the MPE-200 by having different application software |

MPES-3DQC1

3D Software for MPE-200
Image Processor



MPES-3DQC1 is a software for MPE-200 hardware that enables a broadcaster or a post producer to check the 3D quality of their content. This software is able to log on an xml file all common errors of 3D Stereoscopic programs and provided detail report on the 3D quality. Like for Video & Audio quality check, this software enable content providers to check that the 3D Content delivery is matching a minimum standard.



| Market | Applications |
|---------------------------|--|
| Broadcast Live Production | Broadcast Live production 3D Quality Check, Post Producer 3D Quality check, Broadcaster 3D Quality Check |

| Top Features | Advantages | Benefits |
|------------------------------|---|--|
| Real Time 3D quality display | Now in real time if the 3D quality is correct | Avoid the risk of broadcasting 3D that will create pain for the viewer |
| Timecode Log with Errors | Record the errors according to the TC | If a program does not fit the 3D quality requirements, Post production can easily now when the issue to correct is |
| Metadata HTTP webserver | Provide the xml to 3rd party systems | Provide directly to 3rd party information about the 3D quality |
| Higher detection rate | Very precise picture analysis in real time | Analyse very precisely every frame entirely to check the 3D quality and ensure the highest level of 3D quality |

BRC-Z330

Pan, Tilt & Zoom Camera



The BRC-Z330 has been designed to meet growing demand for full HD images from robotic camera. The natural successor to the BRC-300, the BRCZ330 is equipped with a relatively low-power consumption 1/3-type 2-megapixel CMOS image sensor. The camera's wide pan/tilt ranges and smooth pan/tilt/zoom capability make it perfect for deployment in locations such as auditoriums, educational facilities, conferences and concerts.



| Market | Applications |
|------------------------------------|---|
| Broadcast, Commercial & Industrial | The BRC-Z330 is ideal for locations where space is critical and remote camera operation is required |

| Top Features | Advantages | Benefits |
|--------------------------|---------------------------------------|--|
| SD/HD Switchable | Can be used in either SD or HD mode | Enables user choice and flexibility to suite the production |
| 18 x Optical Zoom | High powered optical zoom feature | Provides excellent zoom without a lens attachment |
| Visca & 422 control | Control options available to the user | Easy connection and control via optional control hardware |
| Silent/Smooth PTZ system | Provides smooth operation | Provides the user with very smooth camera movement and is ideal for quiet environments |
| Single CMOS Sensor | Low cost | CMOS sensor generates very high quality pictures at a low cost |

Vegas Pro 11

Professional HD video, audio, and Blu-ray Disc™ creation



The Vegas™ Pro 11 collection offers an efficient and intuitive environment for professional audio and video production, as well as DVD and Blu-ray Disc™ authoring. This comprehensive suite offers the most robust and progressive platform available for content creation and production. With innovative stereoscopic 3D tools, broad format support, superior video effects processing, unparalleled audio support, and a full complement of editorial features, the Vegas Pro 11 collection delivers everything needed to produce outstanding results. Vegas Pro 11 includes 32- and 64-bit versions of Vegas Pro 11 software, DVD Architect™ Pro 5.2 software, and the Dolby® Digital professional AC-3 encoder.



New for Vegas Pro 11

- GPU Accelerated Performance, including video FX, transitions, compositing, pan/crop, and track motion.
- Streaming Support for rendered AVC/MP4 files, compatible with most streaming servers.
- “Titles & Text” Titler allows users to spice up their text with animations and visual effects.
- ProType Titler Improvements enhance the user experience by offering new Collections capabilities and a simpler timeline interaction.
- Improved “Render As” Dialog Box offers a better layout and enhanced search tools.
- Video Stabilization Update by independently analyzing and stabilizing the X, Y, and Z camera axis, providing tremendous precision and incredibly smooth results.
- Sync Link Grouping offers the ability to link multiple timeline events, enabling them to stay in sync throughout the editing process.
- User Interface Updates create a more unified and fluid editing environment.
- nVidia 3D Vision Support for single-display 3D devices including the VAIO F-series 3D laptop.
- Stereoscopic 3D Enhancements offer new tools to easily fix stereoscopic 3D screen edge violations.



Broadcast Networks Land Rover Network Production Vehicle

Land Rover Discovery 4 HSE fitted as follows. Key Products:

- Sony MEDIA BACKBONE HDXchange system
- 4 line multi ingest system
- 4 XDCAM cameras
- Apple FCP editing system

Option; XPRI NS Highlight Editing system (Ingest/Edit/File management/Remote connection with Sonaps in House) or small Sonaps configuration



| Market | Applications |
|---|--|
| Entry level OB production application in Broadcast market, Corporate market, event market etc | For shooting, editing and storing content for low budget outdoor events (sports, TV shows, News, Event etc.) |

Top Features

- Smallest Production Vehicle
- Live ingest
- Full Land Rover Warranty – worldwide
- XML edit list creation on the fly
- HD or even 3D
- Remote connection with Sonaps in House (Applicable only for XPRI NS Highlight Editing System)

Advantages

- Go anywhere vehicle
- Lower costs of production
- Anybody with a standard license can drive

Benefits

- Cover events that were previously not viable due to cost
- Rapid deployment and low set up time
- Able to cover the remote locations with Land Rover 4x4 system

Service & support

- BN system warranty
- Sony Prime Support
- Land Rover Worldwide vehicle warranty

OB Team Norway 3D OB vehicle

Sony has supported OB team in Oslo to commission the first bespoke 3D production vehicle for the Scandinavian market. We have worked closely with the customer to produce a commercially viable solution that allows them to differentiate themselves within their market space.



The coach build was provided by the customer. Sony delivered the relevant innovative technology to meet their production requirements, including installation of Sony's proven 3D workflow, as well as training and post-acceptance support.

The OB Team truck will be situated in the OB Park at IBC. It provides an opportunity to show customers a cost-effective truck solution, equipped with the latest 3D product technology, including the MVS-7000 switcher.

| Key installed technology product | Benefits |
|----------------------------------|--|
| MVS-7000X | New production switcher installed to accommodate 3D production events |
| HDC-P1 | Sony's smaller generation camera's supplied to provide an optimum between cost and technical efficiency for 3D operation |
| MPE-200 | Delivering 3G processing power |
| LSB's VSM control system | Brings all the key systems installed under a highly versatile single operational control mechanism |



DAVE

Data Augmented Video Engine

Football

Data augmented video for football is the next tier of analysis tool for both broadcasters and football clubs. Video content is enhanced/augmented by graphical information sourced



from sports data tools, enabling production and coaches use this information to highlight specific events or characteristics of a Match. The key to Sony's solution is speed, to improve the fan experience video and data components must have context. Until recently this type of enhanced match analysis has only been possible for match highlights or reviews. However Sony's new platform enables this to be achieved live enabling the inclusion of data enhanced video clips within a event replay sequence. See why the defence let the striker through to score as the 4th replay clip.

For Football Sony is showing its MPE-200 based Stitch, recording server and Telestration system integrated in to the SportVU Player Tracking platform from Stats. The Sony hardware captures and presents the imagery whilst the Stats system provides real-time tracking data for all 22 players, 3 referees and the ball.

| Market | Applications |
|-------------------------------------|--|
| Sports Broadcasters, Football Clubs | Delivery of enhanced video content to add value to the broadcast footage and fourth replay opportunities for broadcasters. For clubs it offers real improvements and opportunities in coaching and team performance management |

| Top 3 USPs need | Answer | Benefits |
|---------------------------|--|---|
| Record everything | Use a fixed camera array to record the entire pitch view all the time | Never miss an event on the pitch. Often normal production cameras are not looking at important "off the ball" incidents |
| Tell the story in context | Provide a high speed solution, capable of operating within the Live Game | The Fans experience of the Live game is improved because they are shown specific characteristics of the game when they are occurring, not after |
| 2D & 3D together | The solution can provide simultaneous 2D & 3D outputs | Reduces production costs as one system can operate as a source for both productions |



DAVE

Data Augmented Video Engine

Tennis

Data augmented video for Tennis is the next tier of analysis tool for both broadcasters and Tennis clubs. Video content is enhanced/augmented by graphical information sourced from sports data tools, enabling production and coaches use this information to highlight specific events or characteristics of a match. The key to Sony's solution is speed, to improve the fan experience video and data components must have context. Until recently this type of enhanced match analysis has only been possible for match highlights or reviews. However Sony's new platform enables this to be achieved live enabling the inclusion of data enhanced video clips within event replay sequences. It can show how Nadal can push other players out of position or where Murray places his first service.

For Tennis, Sony is showing its MPE-200 based Stitch, recording server and Telestration system integrated in to the VR platform from Hawk-Eye. The Sony hardware captures and presents the imagery whilst the Hawk-Eye system provides the play by play data.



HAWK-EYE

| Top Features | Advantages | Benefits |
|---------------------------|--|---|
| Record Everything | Use a fixed camera array to record the entire court view all the time | Often normal broadcast cameras cannot show the movement of the players within the court dimensions |
| Tell the Story in Context | Provide a high speed solution, capable of operating within the Live Game | The Fans experience of the Live game is improved because they are shown specific characteristics of the game when they are occurring, not after |
| 2D & 3D Together | The solution can provide simultaneous 2D & 3D outputs | Reduces production costs as one system can operate as a source for both productions |

| Market | Applications |
|------------------------------------|---|
| Sports Broadcasters, Tennis Events | Delivery of enhanced video content to add value to the broadcast footage and fourth replay opportunities for broadcasters |



Media Backbone

Introduction

Sony's approach and vision for a tapeless file based world

- It covers many business segments, from small Networked Production and Archive solutions to the very largest Enterprise Integration platforms.

Solutions include

- Media Backbone Conductor (Integration Platform).
 - Media Backbone Sonaps (News Production System).
 - Media Backbone HDXChange (Low Cost Network Production).
 - Media Backbone XDCAM Archive (Shelf based CMS).
 - Media Backbone Petasite (LTO5 Tape Library).
-
- All offerings require 3rd Party products to complete the story, this is NOT a Sony ONLY approach.
 - Partners remain key to our success and we support a wide range of vendors.
 - We have a number of success stories for FY2010 which we need to SHOUT about.
 - We need to understand the clients Investment cycle as soon as possible, priority 1 for IBC.



Media Backbone

Sonaps



Sonaps is production solution that integrates every aspect of news, magazine and sports production – from planning, acquisition and editing to playout, distribution, streaming and archive. Based on an open, standard IT infrastructure Sonaps workflow can be tailored from a small, portable, vehicle-based highlight editing platform to an enterprise-wide collaborative production environment.

Key Messages

- Sonaps is part of the Media Backbone family.
- Sonaps combines partner choices and enables workflow.
- Sonaps is open, flexible and scalable.
- Sonaps has a secure future and proven track record.
- Sonaps is installed and On Air world-wide.

Comments

- Sonaps Main
Sonaps Mini = Sonaps scalability
Sonaps PRO.
- Which other manufacturer will commit to a 10 year support contract?
Sony @ TV2 Lorry in Denmark.
- Which other manufacturer can show evidence of 10 year+ support of networked production system?
Sony @ TeleMadrid in Spain for NewsBase.

Key Points

- Sonaps has market-leading workflow.
- Sonaps is open and has market-leading integration with third-party applications.
- Sonaps can scale from small to x-large.
- Sonaps has long term roadmap and vision.
- Web services module to allow easy integration.
- Enhanced file base operation.
- Remote connection: File exchange between Sonaps systems.
- Integrated with all major newsroom systems.
- Mobile device support.
- Win7 fully supported.
- Integrated with major graphics systems.
- User generated content handling.
- Content streaming to/from web, mobile and hand-held devices.





Workflow Management and System Orchestration Platform

What is it?

- MBC is a Service Orientated Architecture (SOA) based Media Workflow Management and Orchestration platform.
- A core Component in Sony's Vision for a truly end-to-end tapeless World.
- Enabling best of breed applications and platforms to work together seamlessly by simplifying the integration process.
- Platform is based on an open Enterprise class SOA platform from Software AG of Germany.
- "Tuned" for Media through Sony's unrivalled knowledge and experience.

Customer Benefits

- Simplifies the integration of systems and applications found across a broadcasters enterprise.
- Drives greater efficiency by
 - Consolidating Common Services and resources
 - Automation and non creative tasks.
- Provides Greater visibility of how their business is running through the use of KPI's and performance Dashboards.
- Supports the integration of Legacy systems reducing investment costs
- Future Proof –
 - Enterprise Class reliability and scalability
 - Agnostic to Formats, Codec's, Storage, Networks etc.
- Open platform
 - Customer can develop and deploy their own workflows
 - Customers and partners can develop their own services and application interfaces.

What is Sony's Added Value?

- Custom development – Sony creates bespoke "Service Adapters" to link Customers Applications and Services to a common Bus (ESB).
- Customer understanding – By talking with the customer we are able to design and implement Business Processes (workflows) that drive the system.
- Customised User GUI's – optimised for "Media" Users.
- End-to-end services offering – We have the capability to deliver the entire Services package including consultancy, design, implementation and support.
- We talk the customers language. Media and Broadcast!

What's New at IBC2011

- A new Content Management option has been added to MBC.
- Improved access to media within the system.
- Transparent integration with services and resources under the control of MBC.
- Search, Browse and simple editing functions.
- Powerful permission and versioning tools.
- New partners have been added to the adapter list.

Success stories to Share

- RSI implementation is going well and expanding.
- FTV is on track 25m Euro of which MBC was 8m, the largest SOA based project in Europe for FY2011.

FIMS Integration Project update

- Project lead by EBU and AWMA.
- Looking to standardize the development of service interfaces.
- V1 should be available for IBC and covers, Ingest, transcode and File movement services.
- Sony is a key partners and driver behind the project.
- FIMS will have a separate Demo area at IBC2011.
- Sony will demonstrate their FIMS based adapters on the MBC demo area.

Route to Market

- Direct Model only delivered by our SI Group.
- Suitable for the top 50-60-broadcasters in Europe.
- Sony is focused on Western Europe for FY2011 and FY2012.

Media Backbone

XDCAM Archive



Turnkey File-based Content Archive System

The XDCAM Archive is a turnkey file-based content archive management solution that is capable of ingesting and exchanging of AV contents via the network. In order to manage a good amount of precious data, the XDCAM Archive offers users quick file-based search capabilities such as metadata searches and preview function with light-size proxy data. The XDCAM Archive provides both the online archive function and the offline shelf archive function with the disc media, which is suitable for continuous use and long-term archive.



With its simple and compact turnkey system configuration, the XDCAM Archive is a perfect fit for cost-conscious users aiming to manage their original contents at branch office.

Key Messages

- V1.5.1.
- Expandable capacity with Network Attached Storage (NAS).
- Existent Database of other system can be imported to XDCAM Archive in CSV format.
- Legacy tape migration to disc by SDI Ingest.
- More codec support : DVCPRO Series, ProRes, DNxHD, AVCHD.
- Integration with Sonaps, XPRI NS, FCP.
- Storyboarding & Clip List (XDCAM EDL) support.
- Metadata field customization.
- New low-cost configuration (1 server) is ready to release in summer.

What's New at IBC2011

- V1.5.1 software with smaller hardware & storage expandability.

Market

Broadcasters and productions

Applications

File-based content management for divisions and local stations

Top Features

- Variety of supported formats for ingest such as XDCAM, EX, NXCAM, P2 (DVCPRO), and SDI.
- Web application & remote access.
- Storyboarding.
- Integration with FCP.
- Transcoding video tape and 3rd party formats to XDCAM MXF.

Advantages

- Can import database of other system in CSV format.
- Compatibility with XDCAM devices.
- Professional Disc life for archiving.

Benefits

- Can start file-based content management with low budget.
- Storage capacity expansion allows later decision for offline archive media.

Comments

Plug and Play: as it says turnkey, users can start using the system in a short time, only after set IP address. Web application allows minimizing the installation time as well.

Web Service API: to exchange the materials and metadata of the XDA system with 3rd party systems, Web Service API can be used. Instruction documents for API and XDA's metadata exchange scheme are provided.

Database import: A lot of content holders using Microsoft Excel or other software to record information such as tape title, time code, date, etc, for video tape content management with shelf. XDA V1.5.1 allows CSV data to be imported as a table of metadata to support above tape users. In this process, conversion may be necessary to make the database compatible with XDA. And this conversion is charge-based service.





The Complete Solution for a Collaborative Network Editing Environment

HDXchange makes it quicker and easier to get great-looking content ready for a wide range of play-out platforms – from conventional broadcast, tape and DVD to the web, IPTV and mobile devices. It's designed to simplify today's collaborative workflows and is a powerful, scalable platform built on widely recognised open industry standards – so you're not locked into proprietary acquisition formats or media. HDXchange is also agnostic to the type of NLE editing system that can be used directly on the system – minimising re-training requirements.

Key Messages

- V6.1 is on stand.
- NXCAM Support.
- OS Lion X Support.
- New Multi-channel Ingest server 1.2.
- New Integration with Petasite shown.
- Integration with Opsigate Content Delivery.
- Multi Volume recognition.
- HDXchange "Go anywhere" (Land Rover).

What's New at IBC2011

- 6.1 with NXCAM Format Support.
- Land Rover Discovery 4 HSE fitted as follows.
- Sony MEDIA BACKBONE HDXchange system.
- 4 line multi ingest system.
- 4 XDCAM HD cameras.
- Apple FCP editing system.

Market

Entry level OB production

Applications

For shooting low budget outdoor events (sports, TV shows, etc.)

Top Features

- Smallest Production Vehicle.
- Live ingest.
- Full Land Rover Warranty – worldwide.
- XML edit list creation on the fly.
- HD or even 3D.

Advantages

- Go anywhere vehicle.
- Anybody with a stand license can drive.
- Lower costs of production.

Benefits

- Cover events that were previously not viable due to cost.
- Able to cover the remote locations with Land Rover 4x4 system.
- Rapid deployment and low set up time.

Comments

- New Software only proposal.
- Improved Functionality with Petaserve API.
- SOA integration.
- Over 80 Systems running in Europe.
- Totally scalable Plug and play.
- No Need for NAS Head Anymore.



Professional Services

The 10 P's of Professional Services

- **People** – we have the knowledge and experience
- **Promise** – to deliver bespoke solutions to meet our customers needs
- **Proven track record** of our achievements
- **Portfolio**

| | |
|----------------------|--------------------------------|
| Design & Consultancy | Outside Broadcast trucks |
| Archive | |
| Playout | Platform Integration Solutions |
| News Production | Digital Signage |
| Studios | Sports & Entertainment Venues |

- **Partners** – we integrate partner solutions to meet our customers' vision
- **Process** – our project management skills
- **PC's** (IT technology) – our IT capabilities as well as core broadcast experience
- **Presence** – our geographic spread across Europe
- **Prime Contracting** – our ability to take on large scale projects
- **Professional** – the Sony Team!

Professional Services Key Personnel

| Surname | First name | Mobile |
|------------|--------------|------------------|
| Alford | Scott | +39 34 8011 8086 |
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| Bibby | Sam | +44 7881 581 405 |
| Blair | Daryl | +44 7733 306 093 |
| Claus | Tobias | +49 17 3592 0422 |
| Davies | Jeff | +44 7768 818 214 |
| Irvin | Martin | +44 7768 818 251 |
| Jimenez | Eduardo | +34 63 9339 722 |
| Kelly | Paul | +44 7867 538 829 |
| Laroche | Arnaud | +44 7795 490319 |
| Lawaetz | Sten | +45 2677 8695 |
| Maraczi | Zoltan | +36 30 2972 735 |
| Ollero | Antonio | +34 63 694 7007 |
| Pilling | Neil | +44 7767 235 333 |
| Sanchez | Miguel-Angel | +34 62 977 1341 |
| Tacchi | Sylvain | +33 60 9344 988 |
| Timur | Yucel | +44 7795 490 461 |
| Hall | Graham | +44 7768 818 256 |
| Coenen | Dick | +31 65 1295 350 |
| Van Kouwen | Jean-Paul | +31 62 0612 382 |
| Ehrling | Christian | +49 173 6780 655 |

Support Group

Engineering

- Offering Prime Support packages from viewfinders to Sonaps systems created by a team of 6 Contract Designers
- Delivery of onsite support through approx 60 Field Engineers across Europe
- Repairs carried out at Sony Pencoed (UK), Sony Alsace (FR) and network of Authorised Service Centres
- European Helpdesk with 8 Technicians: 00 800 7669 0000 covering French, German, English, Spanish, Italian

Contacts at IBC

| Contact | Title | Mobile |
|--------------------|--------------------------------|------------------|
| Val Elliott | Head of Commercial Engineering | +44 7786 115 196 |
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| Cristina Rodriguez | Contract Design Specialist | +34 636 977 168 |

Added Value Services

IBC 2011

Sony's Added Value Services Team will be grouped on stand at IBC 2011. The team will be wearing t-shirts in the colour matching their service.

Prime Support

Protection and peace of mind. Boost your business confidence with PrimeSupport.

Sony's PrimeSupport packages get you back up and running in next to no time if you have a problem ensuring your business continues to run smoothly:

- Complete piece of mind for your equipment, known cost of ownership for 2 years from purchase, optional 3 year contracts also available
- SONY trained Repair Facilities using up-to-date technology
- Complete process ownership from collection of the unit to delivery back to the customer

Training

Sony Professional Education And Knowledge.

Develop your skills, expand your knowledge, SPEAK to us.

We're here to accelerate skills / education / knowledge in professionals in broadcast and related media industries towards higher standards of skill and application through top quality, cost effective training.

Financial Services

Finance solutions tailored to you.

Maximise the potential of your business.

Sony's Financial Services gives you the freedom and flexibility to move with the times, upgrade technology when your business environment needs it, and makes sure you are always as efficient and competitive as you can be.

Sustainability

Creating a more sustainable future.

Our company is built upon harnessing the power of imagination.

By applying this expertise to the sustainability challenge we want to inspire and innovate. We can work collaboratively, think differently, change lifestyles and technologies, to help create a new, more sustainable future. you on your purchase to ensure you get exactly the best solution for your needs. This, combined with competitive finance schemes and the highest quality after sales support, makes the Sony Specialist Dealer network the obvious choice when buying Sony.

SSD Channel

Sony Specialist Dealers. A smooth journey guaranteed.

Sony Specialist Dealers do more than just sell you a Sony product.

With their in-depth training, they have the expertise and knowledge to advise you on your purchase to ensure you get exactly the best solution for your needs. This, combined with competitive finance schemes and the highest quality after sales support, makes the Sony Specialist Dealer network the obvious choice when buying Sony.

Friday 9 September

Show times

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Evening

Saturday 10 September

Show times

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Evening

Sunday 11 September

Show times

9:00

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Evening

Monday 12 September

Show times

9:00

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Evening

Calendar

IBC 2011

Tuesday 13 September

Show times

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Evening

164

Availability and specifications are
subject to change without notice.

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