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SONY TO SHOWCASE FIRST HIGH-DEFINITION PTZ NETWORK SECURITY CAMERAS AT ISC WEST

LAS VEGAS (ISC West Booth #7086), April 1, 2009 – Sony is showcasing the industry’s first high-definition pan-tilt-zoom (PTZ) IP network security cameras at the 2009 ISC West conference as part of the new SNC-RH series camera lineup. The cameras have the ability to pan 360 degrees while capturing and streaming HD video using H.264 compression technology at up to 30 frames per second.

The SNC-RH series is the flagship of Sony’s IP-based network security cameras. The newest models include the SNC-RH124N for indoor use and SNC-RH164N for outdoor use. The cameras are the first in their class capable of transmitting HD images using H.264 video compression technology, which enables the transmission and storage of digital video using less bandwidth than previous video compression solutions.

“The new PTZ HD cameras have advanced features that were designed to help the industry transition from standard- to high-definition operations,” said Miguel Lazatin, senior marketing manager in Sony Electronics’ Security Group. “The ability to transmit high-definition video using advanced video compression signals, combined with these cameras’ features, gives users added flexibility to deploy HD cameras into a growing number of industries and applications.”

The new line-up also includes Sony’s SNC-RS series of standard-definition PTZ cameras, including the SNC-RS44N, SNC-RS46N and SNC-RS86N models.

The new SNC-RH124 PTZ IP network security camera is also among the first to offer users IEEE p802.3 compliant High Power over Ethernet (hPoE) operation. As a result, the new cameras, including their PTZ features, can be operated using a single Ethernet cable without requiring additional power supply.

For users that need to capture moving images in low-light conditions, the new SNC-RH124N and SNC-RH164N PTZ cameras are equipped with XDNR™ (dynamic noise reduction) technology. This feature virtually eliminates image blur during low-light video capture, a common problem with many competitive camera models.

The cameras also feature visibility enhancing technology, which was developed to improve performance in challenging lighting conditions, such as high-contrast situations with harsh backlit environments where foreground and background brightnesses vary greatly.

Each of the new cameras features advanced DEPA™ (Distributed Enhanced Processing Architecture), which supports intelligent operation; are capable of dual streaming images in HD using H.264 or MPEG4 compression technology; and feature an easy-to-use speed-dome design that can be rapidly assembled and deployed.

In addition to the SNC-RH and SNC-RS line up of cameras, Sony will also be showing a line of seven new network video encoders that can be used to convert signals from analog to IP. The new devices range from the basic one-channel SNT-EX101 model to the 12 blade, 48-channel rack-mount SNTA-RS3U model.

The entire line of encoders is capable of dual streaming video at 30 frames per second in JPEG/H.264, JPEG/MPEG4 or MPEG4/H.264 configurations. The encoders also provide users with advanced features such as intelligent motion detection, the ability to

detect video loss, compatibility with PTZ cameras, and are compatible with many other manufacturers such as American Dynamics, Pelco and Bosch cameras.

Additional products to be displayed at Sony's booth include the recently introduced line of 1.3 Megapixel cameras and hybrid network surveillance video recorders. Those products include the SNC-DM110 megapixel Normal mini-dome, SNC-CM120 megapixel CS mount Day/Night, and the vandal-resistant SNC-DM160.

The complete line of PTZ cameras includes:

HD Models:

- SNC-RH124, Indoor Version
- SNC-RH164, Outdoor Version

SD Models:

- SNC-RS44N, Indoor Version, 18X Optical Zoom
- SNC-RS46, Indoor Version, 36X Optical Zoom
- SNC-RS84N, Outdoor Version, 18X Optical Zoom
- SNC-RS86N, Outdoor Version, 36X Optical Zoom

The new cameras are scheduled to be available this fall, with suggested list pricing to be announced. To learn more about Sony's IP-based network security products, visit Sony online at www.sony.com/security.

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