

## **Sony Unveils First HD IP Network Cameras with 'Exmor' CMOS Image Sensors and View-DR Technology**

Network Security Cameras Deliver Unprecedented Performance, Utilize Sony's Latest Image Processing Technology to Capture High Definition Images

PARK RIDGE, N.J., September 21, 2009 (ASIS Booth # 2500) - Sony is introducing two new additions to its HD network camera lineup, the SNC-CH140 Fixed camera and SNC-DH140 Mini dome camera, which are the first to incorporate the company's new Exmor™ CMOS image sensor technology.

### **Exmor CMOS Image Sensors and View-DR Technology**

Using the high-speed Exmor imager coupled with Sony's latest imaging technology, the new HD network cameras combine the company's wide dynamic capabilities with its visibility enhancing settings, optimizing the cameras' ability to capture high quality images in harsh lighting conditions - the feature is known as View DR. With View-DR, the camera captures multiple images to reproduce each frame. One image is taken using a standard exposure time and either one or three images are taken using very short exposure times depending on the camera type.

"With various segments of the security industry adopting high definition video solutions, we incorporated the Exmor CMOS imager in our new cameras for its ability to capture high resolution images in the most challenging environments, including high contrast lighting situations," said Miguel Lazatin of Sony Electronics' security division. "In contrast to many other sensor technologies in the industry that discard approximately half of the data collected during image capture, the newly developed View-DR algorithm makes it possible for the camera's high-speed sensor to convert all of the electrons from the light captured by the imager. As a result, View-DR nearly doubles the sensitivity of the new cameras making the capture of high-quality HD images possible in almost any lighting environment."

### **Improved Noise Reduction Capabilities**

Because capturing images in low-light settings is critical to the security industry, the new cameras also offer users improved noise reduction performance, using Sony's latest XDNR technology. Under low-light conditions, XDNR selectively uses 2D and 3D noise reduction methods to provide clear images for both moving objects and still sections of an image. The result is clear images while minimizing unwanted motion-blur.

### **High Definition and Encoding Capabilities**

To provide end-users with a wide number of options, the new cameras support dual-streaming in H.264, MPEG-4, or JPEG compression formats. The cameras deliver superb picture quality in HD (1280 x 720p) resolution at 30 fps in 16:9 aspect ratio.

### **Additional Features**

The new cameras also come equipped with many additional advanced features such as DEPA Advanced architecture, which allows users to employ features such intelligent video and audio analytics, intelligent motion detection, and more; Power over Ethernet (PoE) capability for all-in-one operation; CF slots for on-board recording and streaming using RTP/RTCP protocol; and ONVIF (Open Network Video Interface Forum) compliance that supports open interoperability among many different manufacturer's products.

### **Pricing and Availability**

The cameras will be available in winter 2010.