



NAB 2010 SONY PSE New Product Guide

**For Sony Account Manager and Specialist Dealer
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All pricing, availability, and specifications are subject to change without notice.

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NAB 2010 Product Overview

Category	Model	Description	List Price Euro T2	Tentative / Confirmed	First Shipment
HDCAM SR	SRW-5800/2	HDCAM SR Studio Recorder	€ 54,579	Tentative	June 2010
	SRW-5500/2	HDCAM SR Studio Recorder	€ 79,869	Tentative	July 2010
	SRW-5100/2	HDCAM SR Studio Player	€ 43,650	Tentative	July 2010
	SRW-5000/2	HDCAM SR Studio Recorder		Tentative	July 2010
Digital Cinema Camera	35mm Kit for SRW-9000	35mm upgrade kit for SRW-9000	TBC	TBC	TBC
	F23/F35 Ver 1.5 Upgrade	F23/F35 Ver 1.5 Upgrade	F.O.C	Confirmed	July 2010
XDCAM	XDS System Deck Family	XDS System Deck Family	TBC	Tentative	January 2011
	PDBK-MK1	Memory Card Adaptor for PDW-HR1	€ 4,500	Tentative	September 2010
	CBKZ-UPG01/ CBK-WA01	Planning Metadata option for PDW-700/F800	€ 1,130	Tentative	April 2010
	PDBZ-UPG02	Closed Caption Option for PDW-F1600/HD1500	€ 2,250	Tentative	April 2010
	PDBZ-UPG03	Voice Over Option for PDW-HR1	€ 750	Tentative	September 2010
	PMW-320K	1/2" XDCAM EX Shoulder Mount Camcorder with lens	€ 12,000	Tentative	August 2010
XDCAM EX	PMW-320L	1/2" XDCAM EX Shoulder Mount Camcorder without lens	€ 10,500	Tentative	August 2010
	CBK-CE01	50-pin interface option	€ 900	Tentative	November 2010
	XDCA-53	HD Camera Adaptor for PMW-EX3	€ 2,500	Tentative	November 2010
	XDCA-55	HD Camera Adaptor for PMW-350 & 320	€ 2,500	Tentative	November 2010
	XDCU-50	Camera Extension Unit	€ 3,995	Tentative	November 2010
Power Supply Systems	BP-GL95A	High Capacity 98Wh Battery	€ 598	Confirmed	April 2010
	BP-GL65A	High Capacity 66Wh Battery	€ 358	Confirmed	April 2010
Pro Audio	DWM-01/F	Digital handheld microphone with uni-directional dynamic capsule	€ 2,560	Confirmed	April
	DWM-01/C	Digital handheld microphone with uni-directional condenser capsule	€ 2,680	Confirmed	April
	DWR-R01D	2-channel digital rack-mountable receiver	€ 4,120	Confirmed	April
	AN-01	Uni-directional UHF Antenna	€ 482	Confirmed	April
	RMU-01	Remote Control Unit for Digital Wireless Microphone System	€ 700	Confirmed	April
AVCHD	HXR-MC50E	Ultra Compact AVCHD Camcorder	€ 1,400	Tentative	July 2010

Category	Model	Description	List Price Euro T2	Tentative or Confirmed	First Shipment
Network Production	MwM (tentative)	Media Workflow Management	TBC	TBC	TBC
	CMS (tentative)	Content Management System	\$200,000	Tentative	July 2010
	XDCAM Archive	XDCAM Archive	From €60000	Tentative	July 2010
System Camera	HKC-HB10	3G Fibre Transmission Unit for HDC-1000 & HDC-1000R	€ 13,500	Confirmed	May 2010
	HKC-HB15	3G Fibre Transmission Unit for HDC-1500R, HDC-1400R, and HDC-1500	€ 12,000	Confirmed	May 2010
	HKCU-HB10	3G Fibre Transmission Unit for HDCU-1000	€ 11,500	Confirmed	May 2010
Camera peripherals	HKCU-HB15	3G Fibre Transmission Unit for HDCU-1500	€ 11,000	Confirmed	May 2010
	HKCU-2005	3G Single Link Interface Unit	€ 4,500	Confirmed	May 2010
	RCP-1000	Simple remote control panel	€ 3,000	Confirmed	May 2010
	RCP-1001	Simple remote control panel	€ 3,000	Confirmed	May 2010
	RCP-1500	Touch panel type remote control panel	€ 4,250	Confirmed	May 2010
	RCP-1501	Touch panel type remote control panel	€ 4,250	Confirmed	May 2010
	RCP-1530	Slim, Joystick-type Remote Control Panel	€ 4,250	Confirmed	May 2010
	MSU-1000	Master Setup Unit	€ 8,500	Confirmed	May 2010
	MSU-1500	Master Setup Unit	€ 8,500	Confirmed	May 2010
	HDVF-C550W	Compact HD Electronic Viewfinder	€ 4,800	Confirmed	May 2010
	DXF-C50W	LCD Colour Viewfinder	€ 2,400	Confirmed	May 2010
	HDVF-EL70	7.4" OLED Viewfinder for studio camera	TBC	TBC	TBC
	HDVF-EL75	7.4" OLED Viewfinder for portable camera	TBC	TBC	TBC
	3D Camera Fibre Adaptor	3D Camera Fibre Adaptor	TBC	TBC	TBC
Remote camera	BRU-SF10	Optical Transmission system for BRC-Z330	TBC	TBC	August 2010
	BRBK-HSD2	SD Analogue Card	TBC	TBC	August 2010
	BRBK-SA1	SDI Card	TBC	TBC	August 2010
Multi Image Processor	BRBK-SF1	Optical multiplex card	TBC	TBC	August 2010
	CCFC-S200	Optical fibre cable	TBC	TBC	August 2010
	MPE-L1000 (ELLCAM)	Multiformat Ingest Station	\$60,000	Tentative	V1 - April 2010
Switcher	MPE-200 (3D-Box)	Multi Image Processor	€ 27,000	Confirmed	Now
	MVS-6000 DME Non Linear Enabled	DME Non Linear Effects Enabled Software upgrade	F.O.C	Confirmed	May 2010
	MVS-8000G 3D&3G	3D Software released	€ 15,000	Tentative	May 2010
	MVS-8000X series	New MVS-8000 series	€100,000 to €250,000	Tentative	July 2010
	DFS-9000	Compact Multi-format Switcher	€ 20,000	Tentative	September 2010
Monitor	LMD-4251TD (3D)	42" High Grade 3D Monitor		Tentative	Autumn 2010
	LMD-2451TD	24" High Grade 3D Monitor		Tentative	Autumn 2010
	SRM-L560	56" Quad Full HD Monitor	€ 69,900	Tentative	M.T.O
	PVM-740	7.4" OLED Monitor	€ 3,050	Tentative	April 2010

Professional Services

The 10 **P**'s of Professional Services:

- **P**eople - we have the knowledge and experience
- **P**romise - to deliver bespoke solutions to meet our customers needs
- **P**roven track record of our achievements
- **P**ortfolio
 - ~ Business Consulting
 - ~ Archive
 - ~ Playout
 - ~ News Production
 - ~ Studios
 - ~ Outside Broadcast trucks
 - ~ Enterprise Broadcast Solutions
 - ~ Digital Signage
 - ~ Sports & Entertainment Venues
- **P**artners - we integrate partner solutions to meet our customers' vision
- **P**rocess - our project management skills
- **P**C's (IT technology) - our IT capabilities as well as core broadcast experience
- **P**resence - our geographic spread across Europe, Middle East, Africa and the CIS
- **P**rime Contracting - our ability to take on large scale projects
- **P**rofessional - the Sony Team!

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Sony's Financial Services are pleased to announce the following two new special finance promotions available from 1st May 2010.

24 months 0% finance* available now on all PSE XDCAM EX and XDCAM HD tapeless products and accessories plus selected Trimaster Professional monitors

XDCAM EX AND XDCAM HD TAPELESS PRODUCTS AND ACCESSORIES

XDCAM EX

PMW-EX1R	Compact solid state camcorder
PMW-EX3	Semi-shoulder solid state camcorder
PMW-EX30	camcorder
PMW-350L	Semi-state recorder
PMW-350K	Shoulder camcorder w/o lens Shoulder camcorder with lens

XDCAM HD

PDW-F355L	Camcorder
PDW-F335K/2	Camcorder
PDW-F335L	Camcorder
PDW-F75	Deck

XDCAM HD422

PDW-700//U	Camcorder
PDW-F800	Camcorder
PDW-	Deck
HD1500/1	
PW-F1600	Deck
PDW-U1	Professional Disc Drive
PDW-HR1	Field Station

ACCESSORIES:

BC-U1	Battery Charger
BC-U2	Dual Battery Charger
BP-U30	Battery
BP-U60	Battery
SBAC-US10	SxS PRO USB drive
VCL-EX0877	Wide Angle Lens Adapter
HDVF-20A	HD Electronic Viewfinder
HDVF-200	HD Electronic Viewfinder
HDVF-C35W//U	HD Colour LCD Viewfinder
CBKZ-MD01	SD Option for PDW-700
PDBK-S1500	SD Option for PDW-HD1500
PDBK-101	Network Option
PDBK-102	MPEG TS Option

ACCESSORIES:

PDBK-103	Analogue Input Option
PDBK-104	SD SDI Input Option
PDBK-201	MPEG TS Board for PDW-HD1500
PDBK-FC02	24p Record and Playback key for PDW-700
PDBK-F1500	24p Record and Playback key for PDW-HD1500
PDBK-L1500	Linear Edit Key for PDW-HD1500
HDCA-702	Transport Stream Adaptor
CBK-SC02	Analogue Composite Input Board
CBK-HD01	HD/SD-SDI Input Board
CBK-DV01	DV Option Board
CBK-SP01	DynaFit Shoulder Pad
BP-GL95	Rechargeable Lithium-ion Battery Pack
BP-GL65	Rechargeable Lithium-ion Battery Pack
BP-GL65A	Rechargeable Lithium-ion Battery Pack
BP-GL95A	Rechargeable Lithium-ion Battery Pack
BP-L80S	Rechargeable Lithium-ion Battery Pack
BP-L60S	Rechargeable Lithium-ion Battery Pack
BC-L160	Battery Charger
BC-L70	Lithium-ion Battery Charger
BC-L500	Lithium-ion Battery Charger
AC-DN10	AC Adaptor/Charger
AC-DN2B	AC Adaptor & Lithium-ion Battery Charger
HDVF-20A	B & W Viewfinder for PDW-700/F800
HDVF-200A	B & W Viewfinder for PDW-700/F800
HDVF-C35W//U	Colour Viewfinder for PDW-700/F800
HDVF-C30WR	Colour Viewfinder for PDW-700/F800
DWR-S01D	Dual Digital Wireless Receiver
DWT-B01	Digital Wireless Transmitter
DWT-P01	Digital Wireless Plug-on Transmitter
DWA-01D	Digital Wireless Adapter
ECM-680S	Shotgun Microphone
HDCA-702	Transport Stream Adaptor
PDW-202	i.Link Transport Stream In/Out Board for PDW-HR1

QUALIFYING TRIMASTER MONITORS PRODUCTS AND ACCESSORIES

<p>Main Models</p> <p>SRM-L560 56inch QFHD Master Monitor</p> <p>BVM-L231 23inch Full HD Master Monitor</p> <p>BVM-L170 17inch Full HD Master Monitor</p> <p>PVM-L3200 32inch Full HD Broadcaster Monitor</p> <p>PVM-L2300 23inch Full HD Broadcaster Monitor</p> <p>PVM-L700 17inch Full HD Broadcaster Monitor</p> <p>PVM-740 7.4inch OLED Professional Monitor</p>	<p>Accessories - Rack Mounts</p> <p>MB-531 Mounting bracket for PVM-740</p> <p>MB-532 Mounting panel for PVM-740</p>
<p>Accessories - Option Boards</p> <p>BKM-250TG 3G/HD/SD SDI input adaptor</p> <p>BKM-243HS HD/SD SDI input adaptor</p> <p>BKM-220D SD SDI input adaptor</p> <p>BKM-229X Analogue Component input adaptor</p> <p>BKM-227W NTSC/PAL input adaptor</p>	<p>Accessories - Others</p> <p>BKM-16R Control unit for BVM-L/PVM-L Series</p> <p>BKM-23M Protector Panel for BVM-L231/L170 and PVM-L2300</p> <p>BKM37H Controller attachment stand with tilt for BVM-L231 and PVM-L2300</p> <p>BKM38H Controller attachment stand for BVM-L231 and PVM-L2300</p> <p>BKM39H Controller attachment stand for BVM-L170 and PVM-L1700</p> <p>SMF-700 Monitor interface cable for BVM-L/PVM-L Series</p> <p>VF-510 Monitor ENG Kit for PVM-740</p>

Sony Financial Services

24 months 0% finance* available now on HDCAM SR products and accessories plus selected Trimaster Professional monitors

QUALIFYING HDCAM SR PRODUCTS AND ACCESSORIES

Main Models		Camcorder Accessories	
SRW-5000 Series	HD Digital Recorder	HKSR-9001	HD-SDI Expansion Board
SRW-5500 Series	HD Digital Videocassette recorder	HKSR-9002	Picture Cache Board
SRW-5800 Series	HD Digital Videocassette recorder	HKSR-9003	RGB Processing Board
SRW-5100 Series	Digital Videocassette player	HKSR-9004	Remote Filler Wheel
SRW-9000	Sony HDCAM SR Camcorder	AP-1	Assistant Panel
Deck Accessories		HDVF-C30WR	HD Electronic Viewfinder
HKSR-5001/20	Format Conversion Board	CAC-12	Microphone Holder
HKSR-5002	Digital Betacam Decoder Board	ECM-680S	Shotgun microphone
HKSR-5003	4:4:4: RGB Interface	AC-DN2B	AC Adaptor
HKSR-5802	HDCAM/Digital Betacam Processor Board	AC-DN10	AC Adaptor
HKSR-5803HQ	Advanced HQ Processor Board	BC-L70	Battery Charger
HKSR-5804	Network Interface Card	BC-L160	Battery Charger
HKSR-5103	Advanced HQ Processor	BP-GL65A	Battery Pack
HKSR-5105	HDMI/i. Link Interface	BP-GL95A	Battery Pack
		BP-L60S	Battery Pack
		BP-L80S	Battery Pack
		VCT-14	Tripod Adaptor

QUALIFYING TRIMASTER MONITORS PRODUCTS AND ACCESSORIES

Main Models		Accessories - Rack Mounts	
SRM-L560	56inch QFHD Master Monitor	MB-531	Mounting bracket for PVM-740
BVM-L231	23inch Full HD Master Monitor	MB-532	Mounting panel for PVM-740
BVM-L170	17inch Full HD Master Monitor	Accessories - Others	
PVM-L3200	32inch Full HD Broadcaster Monitor	BKM-16R	Control unit for BVM-L/PVM-L Series
PVM-L2300	23inch Full HD Broadcaster Monitor	BKM-23M	Protector Panel for BVM-L231/L170 and PVM-L2300
PVM-L700	17inch Full HD Broadcaster Monitor	BKM37H	Controller attachment stand with tilt for BVM-L231 and PVM-L2300
PVM-740	7.4inch OLED Professional Monitor	BKM38H	Controller attachment stand for BVM-L231 and PVM-L2300
Accessories - Option Boards		BKM39H	Controller attachment stand for BVM-L170 and PVM-L1700
BKM-250TG	3G/HD/SD SDI input adaptor	SMF-700	Monitor interface cable for BVM-L/PVM-L Series
BKM-243HS	HD/SD SDI input adaptor	VF-510	Monitor ENG Kit for PVM-740
BKM-220D	SD SDI input adaptor		
BKM-229X	Analogue Component input adaptor		
BKM-227W	NTSC/PAL input adaptor		

Sony Financial Services

Additional Sony PSE and non Sony products and accessories may also be added to the finance arrangement to give the customer one leasing transaction, but at standard rates and not on the promotional offering. The customer will receive one blended rate finance transaction.

Promotion Start Date: 1st May 2010

Promotion End Date: 31st July 2010

All customer finance applications to be with your local Sony's Financial Services office by close of business on the 31st July 2010. Customer orders must thereafter be placed by close of business on the 31st August 2010.

** Finance Rate and term may differ as a result of local driven leasing legislation and restrictions. Local promotion details for your country of business are available from your local Sony's Financial Services contact.*

Promotion Conditions:

1. For business users only for new Sony PSE products and subject to credit status. Local terms and conditions apply.
2. Sony's Financial Services finance offerings and promotions are available to end customers through Sony PSE Direct sales and Sony PSE Specialist Dealers in countries where Sony's Financial Services are operational.
3. Timing of the delivery of the equipment takes place subject to product availability.
4. This finance promotion may be combined with other Sony PSE promotions running during this promotion period.

Countries Covered by Promotion: UK, France, Germany, Italy, Spain, Netherlands, Belgium, Denmark, Sweden, Finland, Norway, Austria, Switzerland, Portugal, Greece, Czech Republic, Slovakia, Hungary, Slovenia, Poland, Bosnia and Herzegovina, Croatia, Serbia, Bulgaria, Romania.

Flexible finance solutions available at all times

In addition to the limited period finance promotions that are run from time to time, Sony's Financial Services have a range of flexible finance solutions available at all times for all Sony professional products and solutions (hardware, software and services - Sony and non-Sony).

Also available are Residual Value based Operating Leases on all Sony PSE High Definition products, and Canon lenses (when acquired together with a Sony PSE High Definition content creation product). Because of the attractive residual values that Sony's Financial Services have agreed with their funders, this rental Operating Lease finance solution delivers the customer extremely low monthly payments and potential off-balance sheet benefits too.

Contact

For details of the local finance promotion offerings and all finance solutions for your country of business, please contact your local Sony's Financial Services Account Manager.

If for any reason you are not sure who your local Sony's Financial Services Account Manager is, please contact:

Michelle Simpson - Marketing Manager
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Michelle is also in attendance at NAB for the full duration of the event.

HDCAM SR

Key Messages

- Provides best total performance for picture quality, including multiple dubbing, for high end applications
- Multi Frame Rate
- 1080 and 720P native support
- Format conversion to other HD and SD standards
- 12 audio channels

Comments

- MPEG 4 studio profile compression
- 12 channel 24 bit 48 Khz audio
- Full studio VTR specification
- Long recording time

POP (Product Overview Publication)

The latest evolution of this HDCAM SR Studio Recorder. Combines fantastic picture performance with an exceptional feature set for 3D, 1080/50P, 2K, 4K and file-based applications.



Market		Application	
Broadcasters, Outside Broadcast, Post Production and Rental		Highest quality TV, sports, commercials and cinema productions	
List Price	Availability	Contract category	Predecessor
TBA - No price premium expected over current SRW-5800/1	July 2010	HDB	N/A
Feature			
HDCAM SR recording for exceptional picture quality			
Accepted worldwide as highest quality interchange format and ideal for archival			
Record and playback in 1080/23.98PsF, 24PsF, 25PsF, 29.97PsF, 50i, 59.94i and 60i			
4:2:2 1080/50P and 60P modes			
3D recording (Dual Stream) with optional HKSR-5803HQ board			
4:4:4 HQ mode with optional HKSR-5803HQ board			
Transfer of DPX, Cineon and TIFF files via Gigabit Ethernet			
4K (4096 x 3112)/2K (2048 x 1556) uncompressed DPX data recording using optional HKSR-5804 board			
NEW: 422 x2 recording (July)			
NEW: RGB 444 x2 playback and recording support using 2 x 3G (December)			
NEW: 3D RGB support (December)			
NEW: 96KHz audio sampling support especially for BluRay mastering (December)			
NEW: SStP support over GbE using MXF including SR Lite			
NEW: RGB SQ, 1080 50/60P and 2 x 422 transfer support as standard feature			
NEW: 2K DCI support 2048 x 1080 12 bit XYZ in real time			
NEW: 2K resolution support up to 2048 x 1556 in real time (December)			
NEW: 3D and RGB HQ require option 5803HQ board			
NEW: 5803SQ board discontinued			
NEW: Upgrade kit available (July)			

POP (Product Overview Publication)

The latest evolution of this HDCAM SR Studio Player. Combines fantastic picture performance with an exceptional feature set for 3D, 1080/50P and 2K applications.



Market		Application	
Broadcasters, Outside Broadcast, Post Production and Rental		Highest quality TV, sports, commercials and cinema productions	
List Price	Availability	Contract category	Predecessor
TBA - No price premium expected over current SRW-5100/1	July 2010	HDB	N/A
Feature			
HDCAM SR format for exceptional picture quality			
Accepted worldwide as highest quality interchange format and ideal for archival			
Playback in 1080/23.98PsF, 24PsF, 25PsF, 29.97PsF, 50i, 59.94i and 60i			
4:2:2 1080/50P and 60P playback			
3D playback (Dual Stream) with optional HKSR-5103 board			
4:4:4 HQ mode with optional HKSR-5103 board			
Playback of Digital BETACAM and HDCAM tapes with optional HKSR-5802 board			
HKSR-5105 option for HDMI and HDV output			
NEW: RGB 444 x2 playback support using 2 x 3G (December)			
NEW: 3D RGB playback support (December)			
NEW: 96KHz audio sampling support especially for BluRay mastering (December)			
NEW: RGB SQ, 1080 50/60P and 2 x 422 playback transfer support as standard feature			
NEW: 2K DCI support 2048 x 1080 12 bit XYZ playback in real time			
NEW: 2K resolution support up to 2048 x 1556 playback in real time (December)			
NEW: 3D and RGB HQ playback require option 5103 board			
NEW: HKSR-5105 option for HDMI and HDV output			

Digital Cinematography Cameras

Key Messages

- Ultimate 2K quality image
- Use all Arri film camera accessories
- HDCAM SR recording format
- Variable frame rate 1 - 60P (F23) 1 - 50P (F35)
- Launch of SRW-9000PL with Super 35mm sensor and PL lens mount
- HKSR-90PL option also launched at NAB adds 35mm operation to existing SRW-9000 Camcorders

Comments

- Hypergamma and S-log gamma for extreme latitude
- Ultra wide colour gamut with PL Sensor
- Monitor LUT included as standard
- Cine mode for simple film style operation

POP (Product Overview Publication)

HDCAM SR is globally established as the industry standard for the highest quality production, post and programme exchange, and the SRW-9000 has set the standard for acquisition since launch. This latest model, the SRW-9000PL, uses a Super 35mm sensor and PL lens mount to provide even more creative control over the image. An HKSR-90PL option also launched at NAB adds 35mm operation to existing SRW-9000 camcorders, reaffirming the camcorder's position as the best in the industry.



Market		Application	
Rental houses operating at top-end of market		Highest quality TV, commercials and cinema production	
List Price	Availability	Contract category	Predecessor
SRW-9000PL Tentative list price of \$125k announced at NAB (€ price TBA)	End November 2010	HDB	N/A, but ideal replacement for early HDW-F900 models in the market.
HKSR-90PL Tentative list price of \$60k announced at NAB (€ price TBA)			
Feature			
Industry-standard HDCAM SR recording for exceptional imaging performance			
Super 35mm single CCD image sensor and PL lens mount for even more creative control			
Sensitivity, S/N and Dynamic range equivalent to F35 camera			
RGB 444 recording, with variable 1 to 50P frame rate			
3G interface feature (output only)			
PL mount upgrade path - HKSR-90PL option to add Super 35mm sensor and PL mount to existing SRW-9000 camcorders			
SR memory upgrade path for “camcorder for life” future-proofing			

XDCAM HD422

Key Messages

- Taking high definition XDCAM performance to a new level with best-ever picture and sound quality in the XDCAM line-up
- Consistent workflow with existing XDCAM and XDCAM HD systems with same proxy, thumbnails, media and metadata
- A key part of the XDCAM family with over 130,000 Professional Disc-based camcorders, decks and disc drives sold worldwide
- XDCAM HD422 platform provides compatible record and replay of existing XDCAM SD and XDCAM HD formats

Comments

- 4:2:2 sampling, 50 Mb/s video data rate and 14 bit A/D conversion in camcorder for picture excellence
- Multi-format operation (including 1080 and 720)
- Low cost Single Layer and Dual Layer Professional Disc media with excellent archive potential of 50+ years
- Comprehensive model line-up including PDW-700 & PDW-F800 camcorders, PDW-HD1500 & PDW-F1600 recorders, PDW-HR1 field station and PDW-U1 external drive

POP (Product Overview Publication)

The PDW-F800 XDCAM HD422 camcorder builds on the features of the hugely successful PDW-700. Enhanced functions such as CineAlta 1080/23.98P acquisition, SD recording as standard, Slow & Quick Motion (over-crank and under-crank) and UserGamma are included. These make the PDW-F800 ideal for expanding the range of programme genres using XDCAM HD422 - especially natural history, TV drama, documentaries and programmes shot for a US/Japanese audience or cinema release.



Market	Application
Perfect for the world's broadcasters, film makers, rental market, production companies and freelancers.	Ideal for broadcast, news & current affairs, TV drama, natural history and international co-productions.

List Price	Availability	Contract category	Predecessor
€ 36,905 T2 € 32,373 T1	Now shipping	Specialist dealers with a HDB endorsement	No predecessor but builds on the existing features of the PDW-700

Feature	Advantage	Benefit
<ul style="list-style-type: none"> 24P (23.98P) - Progressive recording standard feature 	Expands the range of shooting formats to include 24P (23.98P)	More opportunities for productions intended for release in the USA/Japan
<ul style="list-style-type: none"> Slow & Quick recording standard 	Available in progressive formats, over cranking speed up to x2.0 (i.e. ½ slow speed)	Offers camera operators additional creativity particularly for drama, wildlife and sport. Offers rental companies a wider client base.
<ul style="list-style-type: none"> SD (MPEG IMX & DVCAM) standard feature 	Expands the range of shooting formats to include SD	Allows existing SD users to shoot SD today, then migrate to HD in the future.
<ul style="list-style-type: none"> User Gamma 	The gamma curve can be changed using CVP Editor in addition to the current 4 types of Hyper Gamma settings.	Allows more creative control to users. Rental companies can compete in "higher-end" market place for faster ROI.
<ul style="list-style-type: none"> Dual optical filters 	Independent control of colour temperature and neutral density.	Offers greater flexibility in production and creative image control

Competition	Street Price (public list price)	Top 3 values of Sony
<ul style="list-style-type: none"> Panasonic AJ- HPX3700 2/3" 3-CCD 1080 P2 HD VariCam Camcorder with 4:4:4 Capability Panasonic AJ- HPX2700 2/3" 3-CCD 1080 P2 HD VariCam Camcorder 	USD59,950 (Euro 44,891*) USD39,950 (Euro 29,915*) http://catalog2.panasonic.com/webapp/wcs/stores/servlet/ModelList?storeId=11201&catalogId=13051&catGroupId=112002 25/3/20010) (* exchange rate www.bbc.co.uk 25/3/20010)	<ul style="list-style-type: none"> Great reputation of the XDCAM format and CineAlta brand with over 600 movies shot in CineAlta around the world. Companion product to PDW-700, same recording format and legendary ease of use - and now with variable frame rate. Strengthening of the XDCAM line up - a format purchased by many prestigious European broadcasters.
<ul style="list-style-type: none"> Red One Digital Cinema Camera 	Starting at USD17,500 for camera body (Euro 13,104*) www.red.com/store 25/3/200910) (* exchange rate www.bbc.co.uk 25/3/20010)	<ul style="list-style-type: none"> Great reputation of the XDCAM format and CineAlta brand with over 600 movies shot in CineAlta around the world. Proven, straightforward XDCAM workflow. Lightweight body, low power consumption, fast boot up time, rugged reliable construction.

POP (Product Overview Publication)

The PDW-F1600 is based upon the PDW-HD1500, with additional features added to take performance beyond that of conventional file-based recording deck. With its insert/assemble editing capability, it can be used as a recorder in a linear editing system - for conventional "VTR-like" operation. CineAlta branded, the deck offers 24P (23.98P) progressive recording in addition to 1080i, 720P and DVCAM / MPEG IMX SD as standard, Picture Cache Recording (up to 30 seconds) and Disc Exchange Cache.



Market	Application
Existing XDCAM customers, equipment rental market, production companies, private and public broadcasters.	The PDW-F1600 is ideal for broadcast applications, outside broadcasts, cinema and TV drama productions and post production.

List Price	Availability	Contract category	Predecessor
€ 25,250 T2 € 22,169 T1	Shipping now	Specialist dealers holding an HDB endorsement	PDW-HD1500

Feature	Advantage	Benefit
<ul style="list-style-type: none"> 24P (23.98P) - Progressive recording standard 	Expands the range of recording/playback formats to include 24P (23.98P)	More opportunities for productions intended for release in the USA/Japan.
<ul style="list-style-type: none"> SD (MPEG IMX & DVCAM) standard feature 	Expands the range of recording formats to include standard definition	Allows existing SD users to shoot SD today, then migrate to HD in the future.
<ul style="list-style-type: none"> High-quality eight-channel 24-bit audio recording. 	Audio insert input to five to eight channels through four AES/EBU inputs. Input audio channel mix capability allowing several audio channels to be mixed into a desired channel	Allows soundtracks to be kept as discrete audio channels for multi-lingual/ multi-region productions and work with 5.1 surround sound and Dolby E
<ul style="list-style-type: none"> Wide range of signal interfaces 	Can operate in either baseband video or File Access Mode (FAM) offering a wide range of connectivity options	Cross conversions, up-res and down-res can be done within the PDW-F1600 negating the need for external addition equipment
<ul style="list-style-type: none"> Linear editing using RS-422A interface and RM-280 edit controller 	Insert/assemble editing capability can be used as a recorder in a linear editing system - just like a conventional VTR.	Offers a smooth transition to file-based production as the PDW-F1600 can interface with existing linear production equipment until the customer is ready to move to file-based

Competition	Street Price (public list price)	Top 3 values of Sony
Panasonic AJ-HPS1500	Approx: 17.2k Euro (source: http://www.mitcorp.com) 25/3/10	<ul style="list-style-type: none"> All the benefits of XDCAM format with 24P (23.98P) progressive recording and 8 channels of 24 bit audio Standard Definition as standard feature - Allows existing SD users to record SD today, then migrate to HD in the future. Compact and portable - Half rack width and can be powered by batteries

POP (Product Overview Publication)

The PDW-HR1 XDCAM HD422 Field Station further enhances the operational capability of the XDCAM family and packs a large number of functions into its compact yet robust body. With a large 9-inch*1 WVGA LCD, material can be checked on the spot and a wide variety of GUIs offers superb operational efficiency as well as Picture Cache Recording and Disc Exchange Cache. It provides multi-format recording capability as standard, including a frame rate of 23.98P in 1080 mode and SD recording. A wide range of signal interfaces, including baseband video (composite, HD/SD-SDI), Gigabit Ethernet, MPEG TS, DVB-ASI, and HDMI are also provided. What's more, an FTP client capability allows the PDW-HR1 to transfer files via its Ethernet connection without the need for a PC.



Market		Application	
<ol style="list-style-type: none"> 1. Private & public broadcasters 2. Rental market 3. Existing XDCAM customers 		Operational capability with the XDCAM family for location/field recording and playback up to HD422 50 Mb/s. Suited to OB's, flyaway kits, EFP/ENG, reality programming etc.	
List Price		Availability	Contract category
€ 19,190 T2 € 18,505 T1		Now shipping	Specialist dealers hold a HDB accreditation endorsement
Predecessor			
No predecessor, but a natural successor to the PDW-R1			
Feature	Advantage	Benefit	
<ul style="list-style-type: none"> Highly portable, compact, light weight 	Easy to carry and transport	Lower freight and storage costs	
<ul style="list-style-type: none"> Multi-format recording including 24P (23.98P) progressive and SD as standard 	Expands the range of recording formats to include 24P (23.98P)	Now caters for productions intended for cinema release in the USA	
<ul style="list-style-type: none"> Wide range of signal interfaces 	Can operate in either baseband video or File Access Mode (FAM) offering a wide range of connectivity options	Cross conversions, up-res and down-res can be done within the PDW-F1600 negating the need for additional external equipment	
<ul style="list-style-type: none"> Large 9-inch*1 WVGA LCD screen 	A wide variety of GUIs offers superb operational efficiency	Material recorded can be checked on the spot	
<ul style="list-style-type: none"> Excellent user interface for EDL-based (non destructive) editing 	Will offer EDL-based voiceover option	News, current affairs, reality TV, documentary productions can be prepared in the field prior to post production	
Competition	Street Price (public list price)	Top 3 values of Sony	
<ul style="list-style-type: none"> Panasonic AJ-HPM110 Portable P2 HD/SD multi-format recorder 	£11.1k inc. VAT http://www.dsvideo.tv/panasonic_1341.php p 25/3/10	<ul style="list-style-type: none"> Operational capability with the XDCAM family for location/field Recording and playback up to HD422 50 Mb/s. Can operate in either baseband video or File Access Mode (FAM) offering a wide range of connectivity options 	

*1: Viewable area measured diagonally. *2: Requires optional PDBK-202 board.

POP (Product Overview Publication)

The PDW-700 XDCAM HD422 camcorder has taken tapeless high definition recording to a new level with amazing picture and sound quality. Offering HD422 sampling, 50 Mb/s video data rate and 14 bit A/D conversion in camcorder for picture excellence. The HD422 line-up has widened the appeal of XDCAM and has become "The Producers Choice"



Market		Application	
The PDW-700 is suitable for a wide range of end users including rental companies, production companies, public and commercial broadcasters		Ideal for many applications including TV drama, documentaries, general entertainment & also for ENG & sport where speed of operation is a critical requirement.	
List Price	Availability	Contract category	Predecessor
€ 25,949 T2 € 25,949 T1	Now shipping	Specialist dealers with a HDB endorsement	No predecessor but builds on the existing features of the PDW-F355
Feature		Advantage	Benefit
• HD422 sampling		Excellent picture quality	Great opportunity for quick ROI (Return On Investment) for rental companies
• Uses Professional Disc format		Trusted, proven technology & low cost per gigabyte	Low cost and peace of mind for the user
• SD (MPEG IMX & DVCAM) optional feature		Expands the range of shooting formats to include SD	Allows existing SD users to shoot SD today, then migrate to HD in the future.
• Multi-format operation (including 1080i & 720P) & IMX (option)		Offer a wide range of choice of formats and bit rates	A truly "international" camcorder
• Compatible with digital wireless		Dual channel, metadata in viewfinder, remote control	Saves time, is secure and ensures high quality audio recording
Competition		Street Price (public list price)	Top 3 values of Sony
<ul style="list-style-type: none"> Panasonic AJ- HPX2700 2/3" 3-CCD 1080 P2 HD VariCam Camcorder 		USD39,950 (Euro 29,915*) http://catalog2.panasonic.com/webapp/wcs/stores/servlet/ModelList?storeId=11201&catalogId=13051&catGroupId=112002 25/3/20010) (* exchange rate www.bbc.co.uk 25/3/20010)	<ul style="list-style-type: none"> The best tapeless format in the industry in terms of performance, features, media cost & cost of ownership. 50 Mb/s MPEG HD422 Long GOP compression for the best combination of picture quality, record time, network bandwidth & storage costs. Strengthening of the XDCAM line up - a format purchased by many prestigious European broadcasters.
<ul style="list-style-type: none"> Red One Digital Cinema Camera) Starting at USD17,500 for camera body (Euro 13,104*) www.red.com/store 25/3/200910) (* exchange rate www.bbc.co.uk 25/3/20010)	<ul style="list-style-type: none"> Proven, straightforward XDCAM workflow. Lightweight body, low power consumption, fast boot up time, rugged reliable construction. Low resolution proxy copy built in.

POP (Product Overview Publication)

The PDW-HD1500 is a compact HD recorder which provides outstanding picture quality of MPEG HD422 as well as an eight-channel (HD-SDI), 24-bit audio recording capability, and the ability to operate on AC, DC or power. The PDW-HD1500 is a half-rack-wide recording deck equipped with a range of AV and IT interfaces including HD-SDI, SD-SDI, i.LINK and Ethernet. One of the distinctive features of this product is its powerful dual-optical head, offering fast file transfer.



Market		Application	
Existing XDCAM customers, equipment rental market, production companies, private and public broadcasters.		The PDW-HD1500 is ideal for broadcast applications, outside broadcasts, sport, TV drama productions and post production.	
List Price	Availability	Contract category	Predecessor
€ 20,001 T2 € 17,560 T1	Now shipping	Specialist dealers holding an HDB endorsement	PDW-15000
Feature		Advantage	Benefit
<ul style="list-style-type: none"> Uses Professional Disc format 		Trusted, proven technology & low cost per gigabyte	Large recording capacity
<ul style="list-style-type: none"> SD (MPEG IMX & DVCAM) optional feature 		Expands the range of recording formats to include standard definition	Allows existing SD users to shoot SD today, then migrate to HD in the future
<ul style="list-style-type: none"> High-quality eight-channel 24-bit audio recording. 		Audio insert input to five to eight channels through four AES/EBU inputs. Input audio channel mix capability allowing several audio channels to be mixed into a desired channel	Allows soundtracks to be kept as discrete audio channels for multi-lingual/ multi-region productions and work with 5.1 surround sound and Dolby E
<ul style="list-style-type: none"> Wide range of signal interfaces 		Can operate in either baseband video or File Access Mode (FAM) offering a wide range of connectivity options	Cross conversions, up-res and down-res can be done within the PDW-HD1500 negating the need for external addition equipment
<ul style="list-style-type: none"> 24P (23.98P) - Progressive recording option 		Expands the range of recording/playback formats to include 24P (23.98P)	More opportunities for productions intended for release in the USA/Japan.
Competition		Street Price (public list price)	Top 3 values of Sony
Panasonic AJ-HPS1500		Approx: 17.2k Euro (source: http://www.mitcorp.com) 25/3/10	<ul style="list-style-type: none"> All the benefits of XDCAM format with 24P (23.98P) progressive recording and 8 channels of 24 bit audio Standard Definition as standard feature - Allows existing SD users to record SD today, then migrate to HD in the future. Compact and portable - Half rack width and can be powered by batteries

Product Overview Publication

The new XDS family of system decks are an exciting addition to the XDCAM professional disc and EX range. Providing a bridge solution of memory media and professional disc, 2 models within the family will also offer the new 4G drive and Quad-Layer disc for the XDCAM archive solution. The XDS family of system desks will help improve network performance & workflow functionality, expanding XDCAM applications by utilising an internal SSD/HDD recorder.

XDS decks will Support playback of all XDCAM / XDCAM EX file formats and the recording format of the internal storage are same as XDCAM (UDF, MXF). MP4 and AVI files are converted to MXF when they are transferred and they will also support XDCAM metadata recording.

XDS will provide smooth migration from SD to HD with built-in format converter, up converter for recording and up/down-conversion and 1080/720 Cross-converter for playout

Please note: The XDS is a Research & Development item and will be shown in Tiffany case in main floor with no product announcement at NAB2010.



Market		Application	
Broadcaster, production, sports/event production, XDCAM Phase-3 users & PMW-350 users, non broadcast customers e.g. DSR-DR1000 users who are considering to HD		OB's, ingest areas/machine rooms, post production	
List Price	Availability	Contract category	Predecessor
TBA	From January 2011	Specialist dealers holding an HDB endorsement	None
Feature		Advantage	Benefit
<ul style="list-style-type: none"> Supports XDCAM professional disc and SxS memory card 		Provide XDCAM / XDCAM EX " Bridge" solutions	Brings SxS and Professional Disc workflow closer together
<ul style="list-style-type: none"> Supports new 4G PD Drive and 4-layer Disc 		Larger storage and high speed access	Offers archive solutions
<ul style="list-style-type: none"> Supports all XDCAM / XDCAM EX file formats, codec and metadata 		Provide XDCAM / XDCAM EX " Bridge" solutions	Format "transparent"
<ul style="list-style-type: none"> Multi-task operating by the internal storage 		Enhances interoperability with Network Production Systems	Speeds up production workflow
<ul style="list-style-type: none"> Follows a user interface at the conventional deck 		Easy to use, configure and integrate	Easy operation use

Product Overview Publication

XMPilot is a new workflow solution that offers PDW-700 & PDW-F800 offers users the ability to seamlessly transfer Planning Metadata from newsroom or production office to camcorders in the field. The wireless operation is activated by software product, CBKZ-UPG01 SONY Software Upgrade Key which can work with V1.6 firmware for PDW-700/F800. Bundled with the CBK-WA01 Sony Wi-Fi Adapter is the Sony Planning Metadata Add-in which allows users to view live video on a smartphone display and log with touch panel, create and edit Planning Metadata with MS Outlook 'Task', transfer Planning Metadata by email, and offers direct Planning Metadata transfer via Wi-Fi.



Market		Application	
All broadcast and non broadcast markets		News, sport, current affairs, drama, natural history, corporate and documentary.	
List Price	Availability	Contract category	Predecessor
Approx €1,300 T2	April 2010	Specialist dealers with a HDB endorsement	None
Feature		Advantage	Benefit
• Live logging		Log shots in the field	Saves time in ingest and post production
• Slug Based File name		Easy to Find Target Video file	Saves time in ingest and post production
• Clip and Assignment Link information for Auto Ingest		Automatic Ingest	Saves time in ingest and post production
• Import Planning Metadata and NRT Metadata in the XDCAM Disc		Save time typing Metadata during Ingest	Saves time in ingest and post production
• Various Metadata for Search and Preview		Quick Access	Saves time in ingest and post production

Product Overview Publication

The PDBZ-UPG02 option has been developed to address broadcaster's needs to supply XDCAM programming with Closed Captions and builds on features first offered with V1.5 firmware.

Most commonly, closed captions are used by deaf community or hard of hearing individuals to assist comprehension. They can also be used as a tool by those learning to read, learning to speak a non-native language, or in an environment where the audio is difficult to hear or is intentionally muted.



Market		Application	
Existing XDCAM customers, private and public broadcasters.		The PDBZ-UPG02 option is ideal for broadcast applications where closed captions required	
List Price	Availability	Contract category	Predecessor
€2,250 T2 (tentative) list price	TBA	Specialist dealers with a HDB endorsement	Requires V1.6 firmware (FOC)
Feature		Advantage	Benefit
<ul style="list-style-type: none"> When discs are down-convert played back, EIA608 will be out on SD-SDI Line21 		Offers a wider range of Closed Captioning formats and options	Ease of operational use
<ul style="list-style-type: none"> EIA-608⇒EIA-708 Convert E to E 		Offers a wider range of Closed Captioning formats and options	Ease of operational use
<ul style="list-style-type: none"> Up-convert playback of SD discs with EIA608 => Conversion to HD-SDI VANC (EIA-708 		Offers a wider range of Closed Captioning formats and options	Ease of operational use
<ul style="list-style-type: none"> HD CC (EIA-708) 1080 <=> 720 cross-conversion (when the disc is played back) 		Offers a wider range of Closed Captioning formats and options	Ease of operational use

Product Overview Publication

The PDW-HR1 XDCAM HD422 Field Station further enhances the operational capability of the XDCAM family and packs a large number of functions into its compact yet robust body.

The PDBK-MK1 option (SxS Card Interface Option for PDW-HR1) allows SxS and multi-disc hybrid operation and editing

The PDBZ-UPG03 option (Voiceover Option for PDW-HR1) allows users to record and edit voiceovers in the field.



Market		Application	
<ul style="list-style-type: none"> Private & public broadcasters Rental market Existing XDCAM customers 		Offers Voiceover operation (PDBZ-UPG03) & SxS and multi disc editing (PDBK-MK1) for the PDW-HR1 and operational capability with the XDCAM family for location/field recording & playback up to HD422 50Mb/s.	
List Price	Availability	Contract category	Predecessor
PDBK-MK1 €4,500 T2 PDBZ-UPG03 €750 T2	October 2010	Specialist dealers hold a HDB accreditation endorsement	Requires V2.0 firmware upgrade (released Oct 2010)
PDBK-MK1 Feature		Advantage	Benefit
<ul style="list-style-type: none"> Simultaneous SxS Recording & Playback for PDW-HR1 		Supports Professional Disc and SxS recording	Added safety of recording and ability of fast turnaround on location
<ul style="list-style-type: none"> SxS ⇔ PD File Copy & Transcode Dubbing 		Copy content from one media to another	Exchange media easily
<ul style="list-style-type: none"> PD User Data Area (MXF/MP4) Viewing 		View content in data area	Added flexibility
<ul style="list-style-type: none"> Both REC/PLAY of FAT(MP4) and UDF(MXF) are available at the same time 		Supports Professional Disc and SxS recording	Added flexibility
<ul style="list-style-type: none"> Support Wrapper Conversion of MP4, HD420 SP, HQ -> MXF 		Supports Professional Disc and SxS recording	Added flexibility
PDBZ-UPG03 Feature		Advantage	Benefit
<ul style="list-style-type: none"> Allows location voiceover recording with PDW-HR1 		Compact, lightweight	Quick turnaround field edit solution
<ul style="list-style-type: none"> Audio Split Edit (Non-destructive EDL basis) 		Allows for more creative editing	Can complete finished edit on location
<ul style="list-style-type: none"> Audio Level Adjustment (Non-destructive EDL basis) 		Allows operators to control audio	Payout in the field
<ul style="list-style-type: none"> Software key 		Quick & easy to install	Minimum engineering time required

NOTE: Voiceover Trial Campaign

V1.6 (release in Mar. '10) is positioned as a V/O trial version without software key, Voiceover Function can be activated and used. Some features will be delayed to V2.0. V/O function will be disabled in Jan.1st of '11 onwards. V2.0 will be an official version to be released in Oct. '10. This is for the official version of V/O and SxS option. PDBZ-UPG03 is required to activate V/O function. Purchase SxS Op.(PDBK-MK1) and Get Voiceover function free. Installing PDBK-MK1 board can also activate V/O function without PDBZ-UPG03.

Product Overview Publication

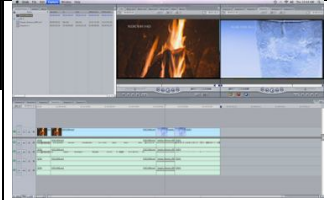
At NAB 2010 Sony will announce a new, larger capacity Professional Disc. A huge 128GB Write-Once PFD with exceptionally fast transfer speed that is perfect for today's storage needs. It consists of a plastic disc substrate with 4 independent recording layers separated by 3 transparent space layers beneath a cover layer. Each recording layer can store 32GB so with 4 layers it can achieve a total capacity of 128GB.



Market		Application	
All broadcast and non broadcast markets		Playout, transmission, storage and archive	
List Price	Availability	Contract category	Predecessor
TBC	TBC	TBC	23.3 & 50 GB Discs
Feature		Advantage	Benefit
<ul style="list-style-type: none"> Small, compact and inherently reliable 		Sony has unrivalled experience in the broadcast market	Reliability, longevity and professional performance
<ul style="list-style-type: none"> Lower cost per GB 		Lower storage costs	Saves money
<ul style="list-style-type: none"> Proven technology 		Sony has a worldwide technical service network	Security
<ul style="list-style-type: none"> More than 1,000,000 sold 		Sony has unrivalled experience in PD technology and support	Reliability, longevity and professional performance
<ul style="list-style-type: none"> Supports existing 23.3 & 50 GB discs 		Adds larger capacity storage	More choice to customer

Product Overview Publication

Cinémon is a high-performance workflow accelerator for use with Final Cut Pro. The plugin is transparent and has been designed to operate with multiple FCP stations accessing Omneon servers. It allows XDCAM users to quickly and directly access files from FCP. Cinémon supports edit-while-ingest, in multiple formats and render via XDCAM Export Tool.



Market		Application	
All broadcast and non broadcast markets		Post production using FCP	
List Price	Availability	Contract category	Predecessor
€650 T1 & T2 - volume discounts available	Now shipping	Currently CSO's only	None

Sony Formats supported by cinémon

- XDCAM Proxy **
- XDCAM HD 18, 25, 35, 50Mbps 60i/50i/23.98p/25p/29.97p
- XDCAM HD 720 50p/60p
- XDCAM EX 25, 35 Mbps 60i/50i/23.98p/25p/29.97p
- XDCAM DVCAM
- XDCAM IMX
- Files exported via XDCAM Transfer Tool

Omneon Formats

- (Ingested by Omneon Spectrum or MediaDeck with v5.2.0.10 or v5.5 firmware)
- HD XDCAM MXF 35/50Mbps files
- IMX D10
- HD XDCAM MXF 35/50Mbps low-latency files (requires Omneon Firmware v5.5)

**Requires rendering of audio for preview playback in timeline. Requires full render for final output.

Supported Operating Systems and Software

- Mac OS 10.4 or Mac OS 10.5 (10.6 being qualified)
- Apple Final Cut Pro 6.0.6, and 7.0 (7.0 is required for edit-while-ingest on Omneon)
- QuickTime 7.6.2
- XDCAM Transfer v2.9.0 or later

Minimum Hardware Specifications

- Intel 1.83 GHz Core 2 Duo
- 2 GB of RAM
- GPU: Proxy Only - Intel 950 or greater 18, 25, 35, 50 Mbps - same GPU requirements as FCP

POP (Product Overview Publication)

Since its launch Sony XDCAM system has revolutionised video production. The combination of file-based operation, optical recording and Sony's industry-leading camcorder technology has opened up new ways of working to broadcast and production facilities around the world.

The V1.6 firmware upgrade offers a range of new features, enhanced functionality and a range of new options to ensure XDCAM continues to lead the industry in file based production. Version 1.6 is realized by firmware upgrade without having any changes or modifications of hardware, but the previous version 1.2 must already be installed.



Market		Application	
New & existing XDCAM customers.		For use with the PDW-700 & PDW-F800 camcorders & PDW-HD1500 & PDW-F1600 decks, PDW-HR1 Field Station	
List Price	Availability	Contract category	Predecessor
FOC	Now Shipping		V1.2 or V1.5

Top Features of V1.6 firmware

Camcorder (PDW-700 & PDW-F800)	Deck PDW-HD1500 & PDW-F1600
<ul style="list-style-type: none"> Scene File Indication in Viewfinder & Status Indication of Scene File Selection after re-powering. To be shown instead of 5600K switch indication Capturing at 23.98p and recording in 59.94i format is available for SD signal Indication of Clip Name including Suffix Number and Clip Title on VF and LCD. LCD it is on the area of "Title" or "Title2" as current function Indication of System Frequency Setting when Shooting in Slow & Quick Mode. Clip Properties in Ver.1.6 with "formatFps" and "captureFps" Analog Audio Signal Recording with SDI Input Selection. XLR rear connector, shotgun, or WRR/DWR input can be selected & recorded on the disc with the SDI video signal 	<ul style="list-style-type: none"> Live logging & Closed Caption support Linear Edit on HD422 clips which are made (encoded) by PC NLEs Additional HTTP download from XDCAM web Speed Improvement of F.FWD/ F.REV VAR Repeat Playback for Sub-playout during sports or live. Controllable from 9 pin controller like RM-280 or DTR-3000
	Field Station PDW-HR1
	<ul style="list-style-type: none"> Voice Over function will be available in Oct. 2010 as an option product. Until this timing, a trial version is provided in FOC basis in the version 1.6 of PDW-HR1's firmware. This is in order to expand the possibility of XDCAM field applications.

POP (Product Overview Publication)

The new XDCAM Browser software will cover the functions of the 4 application models currently available to XDCAM users in one package.

It will combine the features and benefits of Clip Browser, PDZ-1, XDCAM Viewer and XDCAM Transfer single software offering 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		Application	
XDCAM Professional Disc & EX customers		Browsing Software for XDCAM Cameras, Decks and the PDW-U1 Drive	
List Price	Availability	Contract category	Predecessor
Free Download in Public Domain plus chargeable options	September 2010	Free Download in Public Domain	PDZ-1, XDCAM Transfer, XDCAM Viewer & Clip Browser
Feature	Advantage		Benefit
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		Searching and Editing content becomes quicker
High Resolution Video Ingest and Export	High Resolution Video can be transferred from the Professional Disc to hard drive and vica versa.		Content can be stored on the computer or networked servers for multiple users.
Disc Copying	Multiple Copies of Discs		Content can be archived and/or distributed to alternate locations.

Positioning for NAB announcement

- R&D display
- Plan to show 'alpha' version with new GUI
- SDK also introduced in PPT presentation

POP (Product Overview Publication)

The following list is the current software versions for XDCAM at time of printing.



PDZ-1 v2.70

- Support for Live Logging of HD material
- Support Microsoft Windows Vista 64bit
- Support Microsoft Windows 7 32bit/64bit
- FAM Driver v2.30 is bundled with PDZ-1 v2.70 Installer

XDCAM Transfer v2.12.0 (including FAM v2.3 for the Mac)

- Support for Mac OS X 10.6 of Professional Disc material
- Support for Mac FAM Driver v2.3
- Support for XDCAM HD422 series v1.6

FAM Driver v2.30 for the Mac adds and includes the following items

- Support for Mac OS X 10.6 32bit and 64bit
- Support for Voice-over recorded Disc

Note: In PDZK-P1 (XDCAM Transfer), the use and reference of Voice-over material is not possible.

PDZ-VX10 v2.3 (updated version)

This has been updated to include installations for the following:

- Microsoft Windows Vista 64bit
- Microsoft Windows 7 32bit and 64bit
 - Note: In 64bit, Shell Extension does not work.

FAM v2.3

- Support for Microsoft Windows 7 32bit and 64bit
- Support for Voice-over recorded Disc
 - Note: In PDZ-1, reference, playback and editing of Voice-over material is not possible.
- Integration of installer

VFAM 2.3.0

- Offers Windows 7 32bit and 64bit support to the PDW-U1
- Snow Leopard 32bit support, 64bit support should be available in June 2010

XDCAM EX

Key Messages

- The XDCAM EX range has expanded again since NAB 09 with the successful launch of the full shoulder 2/3-inch PMW-350 Camcorder and the updated PMW-EX1R.
- This years Show will feature yet another expansion of the line up with the launch of the full shoulder ½-inch PMW-320 Camcorder and low cost studio system offering new options and solutions to a wider customer base.
- The range is expanding not only with new models but also with new choice of recording media including low cost SxS-1 and use of consumer SDHC & Memory Stick media via MEAD adaptors.
- Version 2.6 of Clip Browser will be shown with support for SD workflows & Snow Leopard and Windows 7 OS.

Comments

- XDCAM EX is a KEY STRATEGIC family of products for Sony. It is important we continue to focus strong sales effort on this line up.
- 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.
- NAB 2010 demonstrates continuing commitment to meeting customers needs by providing XDCAM EX products for their requirements.
- By launching a new low cost HD/SD studio system for the PMW-EX3 and 320/350 Sony will be able to offer for the first time an entry level studio solution for corporate, education and entry level broadcast applications

POP (Product Overview Publication)

XDCAM EX

The PMW-EX1R is the successor to the multiple award-winning EX1 and further extends the capabilities of the XDCAM EX family with great new features such as DVCAM recording, Cache Recording, Picture Inversion and a host of additional refinements.

Sony's XDCAM EX professional product range is designed to exploit the ultimate high performance of SxS memory cards. It combines a proven, non-linear XDCAM workflow with the only Full HD resolution sensor system available in a compact camcorder. This advanced imaging system consists of three 1/2-inch type Exmor™ CMOS sensors, each with an effective pixel count of 1920x1080, to produce images in full HD resolution. In addition, there's a purpose-built Fujinon Professional HD 14x zoom lens and a unique dual focus ring mechanism.

The EX1R supports multiple frame rate recording such as 59.94i, 50i, and native 23.98P and 25P as well as being 1080i/720P switchable. There is also a choice of a 35Mb/s High Quality mode, 25Mb/s HDV 1080i compatible mode and 25Mb/s Standard Definition DVCAM recording. Twin memory card slots support up to 280 minutes HD recording time using two 32GB SxS PRO memory cards.



Market		Application	
Broadcast, General Production, Corporate, Event Videographer, Education, Budget Movie-Making		TV Production, Event Production, Live Studio, Film	
List Price	Availability	Contract category	Predecessor
Euros T2 6,664.63	Now	PAV	PMW-EX1R
Feature	Advantage	Benefit	
1/2-inch Exmor CMOS sensor.	Full 1920 x 1080 HD Sensor. Outstanding low-light performance (1lux) and sensitivity (F10). S/N ratio of 54dB.	Price/performance ratio is fantastic, simply the best picture quality of any compact camcorder.	
14x Fixed Fujinon Zoom Lens.	HD Lens. Individual Focus, Zoom & Iris rings. Full Manual, Manual or Auto operation.	High quality picture reproduction.	
Creative shooting modes.	CineAlta Modes - 24p. Multiple Frame Rate selectable from 1-60p. Picture Profiles.	Excellent for budget movie-makers as a B-camera for larger productions (eg. HDW-F900R shoots). Flexible camera able to offer lots of in-camera manipulation.	
Solid State Recording.	SxS PRO offers long recording times of 140 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/DVCAM Recording.	Efficient codec offering high picture quality, 25mbps/35mbps switchable. Now with DVCAM recording capability.	Interoperable with all main NLE vendors. Speedy ingest to save time in the edit. Low cost archiving due to efficient codec. Compatible with existing SD workflows	
Competition	Street Price (public list price)	Top 3 values of Sony	
• JVC GY-HM700E	€6124.51 Euros	<ul style="list-style-type: none"> 1280x720 1/3rd inch CCD in the JVC compared to FULL 1920x1080 in EX1R. Larger 1/2inch Exmor sensor. Better Low Light Sensitivity. 	
• Panasonic AG-HPX171E	€4047.15 Euros	<ul style="list-style-type: none"> EX has a 1/2inch FULL raster 1920x1080 CMOS processor. Efficient Codec, longer recording on SxS. Modern Media, not old PCMCIA media 	

POP (Product Overview Publication)

XDCM EX

Offering all the great features of the PMW-EX1 and more! The PMW-EX3 camera is focused on gaining market share from the traditional interchangeable lens semi-shoulder camera manufacturers, offering true low-cost Studio Camera functionality for the first time. The new camcorder will be of interest to existing broadcast users along with a variety of Natural History and Film-makers for whom the ability of changing lenses is a very important feature. This camera will also be of interest to customers looking for a low-cost full HD Studio/Live Event camera.



Market		Application	
Broadcast, General Production, Corporate, Event Videographer, Education, Budget Movie-Making.		TV Production, Event Production, Live Studio, Film, 3D production for the above.	
List Price	Availability	Contract category	Predecessor
Euros T2 8073.57	Now	PAV	N/A
Feature	Advantage	Benefit	
1/2-inch Exmor CMOS sensor.	Full 1920 x 1080 HD Sensor. Outstanding low-light performance (1lux) and sensitivity (F10). S/N ratio of 54dB.	Price/performance ratio is fantastic, simply the best picture quality of any compact camcorder.	
14 x Interchangeable Fujinon Zoom Lens.	HD Lens. Individual Focus, Zoom & Iris rings. Full Manual, Manual or Auto operation.	High quality picture reproduction. Can utilise other 1/2inch or 2/3 rd 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 movie-makers as a B-camera for larger productions (eg. HDW-F900R 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.	
Competition	Street Price (public list price)	Top 3 values of Sony	
• JVC GY-HM700E	€6124.51	<ul style="list-style-type: none"> 1280x720 1/3rd inch CCD in the JVC compared to FULL 1920x1080 in EX3. Larger 1/2inch Exmor sensor. Better Low Light Sensitivity. 	
• Panasonic AG-HPX301E	€8393.99	<ul style="list-style-type: none"> EX has a 1/2inch FULL raster 1920x1080 CMOS processor. Efficient Codec, longer recording on SxS. Modern Media, not old PCMCIA media. 	

POP (Product Overview Publication)

The PMW-350 is a shoulder mount XDCAM EX camcorder with cutting edge new three 2/3 inch-type Exmor full-HD CMOS sensors. The PMW-350K comes with a 16x zoom HD lens (available without lens as the PMW-350L) and offers all the creative recording features of the PMW-EX1R, plus extras such as a Scene File System and 4 channel audio.

The 350's chassis is based on the PDW-700, but weighs just 3.2kg - one of the lightest shoulder camcorders in its class. Exceptionally low power consumption makes it environmentally friendly.

Supports multiple frame rate recording such as 59.94i, 50i, and native 23.98P and 25P as well as being 1080i/720P switchable. There is also a choice of a 35Mb/s HQ mode, 25Mb/s HDV 1080i compatible mode and optional 25Mb/s DVCAM recording. Twin memory card slots give up to 280 minutes HD recording using two 32GB SxS memory cards.

XDCAM EX



Market		Application	
<ul style="list-style-type: none">Regional TV, Small Production, Education, Event Videography, Corporate, Freelance market.DSR-300/400/500 operators		Customers who want full-shoulder-operation and who want to move file-based and HD	
List Price Euros T2	Availability	Contract category	Predecessor
PMW-350L €16,849.00	Now	PAV	N/A
PMW-350K €18,777.50			
Feature	Advantage	Benefit	
<ul style="list-style-type: none">Three 2/3-inch Exmor CMOS sensor.	Full 1920 x 1080 HD Sensor. Outstanding low-light performance (1lux) and sensitivity (F13). S/N ratio of 59dB.	Superior picture performance with full-HD resolution. 2/3-inch-type image sensors can capture images with a shallower depth of field, giving users more freedom of creative expression.	
<ul style="list-style-type: none">16 x Interchangeable Fujinon Zoom Lens supplied with K package	HD Lens. Auto Focus and ALAC are supported. Standard 2/3-inch Lenses available in the market can be attached.	High quality picture reproduction. Can utilise any standard 2/3rd inch lens and digital cinema lenses with converter	
<ul style="list-style-type: none">Selectable Recording Modes including DVCAM	Choice of bit rates - either 35 Mb/s (HQ mode) or 25 Mb/s (SP mode). HQ mode supports 1920 x 1080, 1440 x 1080 and 1280 x 720 resolutions. 25Mb/s DVCAM recording in PAL or NTSC is supported	Seamless integration into existing XDCAM EX, HDV and DVCAM workflows and infrastructures - offering ultimate flexibility worldwide.	
<ul style="list-style-type: none">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.	
<ul style="list-style-type: none">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.	
Competition	Street Price (public list price)	Top 3 values of Sony	
<ul style="list-style-type: none">Panasonic AG-HPX500E	€10,404 without lens	<ul style="list-style-type: none">EX has a 2/3inch FULL raster 1920x1080 CMOS processor.Superior resolution & sensitivity.Efficient Codec, longer recording on SxS.	

POP (Product Overview Publication)

XDCAM EX

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		Application	
Regional TV, Small Production, Education, Event Videography, Corporate, Freelance market.		Cost conscious customers who want full-shoulder-operation.	
DSR-300 operators, who want to move file-based and HD, but feel the PMW-350 is too expensive.			
List Price Euros T2	Availability	Contract category	Predecessor
PMW-320L 10,500 PMW-320K 12,000	August 2010	PAV	N/A
Feature	Advantage	Benefit	
<ul style="list-style-type: none"> 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.	
<ul style="list-style-type: none"> 16 x Interchangeable Fujinon Zoom Lens supplied with K package 	HD Lens. Auto Focus and ALAC are supported. Standard 1/2-inch Lenses available in the market can be attached.	High quality picture reproduction. Can utilise other 1/2inch or 2/3 rd inch lens or stills lenses / digital cinema lenses.	
<ul style="list-style-type: none"> Creative shooting modes. 	CineAlta Modes - 24p. Multiple Frame Rate selectable from 1-60p. Picture Profiles.	Excellent for budget movie-makers as a B-camera for larger productions (eg. HDW-F900R shoots). Flexible camera able to offer lots of in-camera manipulation.	
<ul style="list-style-type: none"> 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.	
<ul style="list-style-type: none"> 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.	
Competition	Street Price (public list price)	Top 3 values of Sony	
<ul style="list-style-type: none"> Panasonic AG-HPX500E 	€10,404 without lens	<ul style="list-style-type: none"> Superior resolution & sensitivity. Efficient Codec, longer recording on SxS. 	
<ul style="list-style-type: none"> Panasonic AG-HPX301E 	7900.00 Euros	<ul style="list-style-type: none"> EX has a 1/2inch FULL raster 1920x1080 CMOS processor. Efficient Codec, longer recording on SxS. Modern Media, not old PCMCIA media. 	

HDV

Key Messages

- The HVR-Z5E uses the same 3 x 1/3 inch Exmor CMOS sensors with ClearVid array as the HVR-Z7E but with a fixed 20x zoom lens. The HVR-Z5E offers enhanced picture quality and features over the HVR-Z1E and DSR-PD170P. The HVR-Z5E has already been adopted by a wide range of customers in EMEA.
- Existing line up continues with a widest HDV line up of any manufacturer, from HVR-HD1000E to HVR-S270E only Sony offers such a wide range for any budget / application.
- Hybrid Workflow with HVR-MRC1K Memory Recording Unit is a success and is well understood by customers looking to utilise tape-based products with CF/HDD recorders.
- What is 'Hybrid'? This represents the flexible acquisition workflows offered by the HDV line-up with respect to recording SD or HD on a variety of different media including tape, Compact Flash and HDD. This then offers instant archive on tape and a fast ingest into your NLE with CF or HDD. The HDV range offers customers reassurance to purchase product today, safe in the knowledge the investment will be future-proof.

Comments

- New product developments have pushed the boundary for HDV acquisition offering superior picture quality and new SD/HD workflows for existing tape based customers to take their first opportunity to shoot with Solid State technology.
- Sony has the widest and most flexible line up of HDV products on the market meeting many requests from customers. Interchangeable lens models have already been adopted by a whole new set of customers, existing customers can now benefit from improved picture performance and features on a fixed lens compact camcorder; the HVR-Z5E.

POP (Product Overview Publication)



Introduced at IBC 2008, the HVR-Z5E is the new compact professional HDV camcorder. The HVR-Z5E is designed to enhance creativity and deliver the highest standard of optical and audio quality. Developed with a high level of customer feedback, the HVR-Z5E offers the form-factor of the HVR-Z1E, but with enhanced features and innovation from the front-end lens through to the rear memory adaptor mount for the optional memory recorder. Offering outstanding picture quality and hybrid workflow, the camcorder has already staked its claim as the de facto standard compact camcorder in many different applications. A claim that is increasingly difficult to attain!



Market		Application	
Broadcast, General Production, News, Documentary, Corporate, Event Videographer, Education, Budget Movie-Making		TV Production, Event Production, Film	
List Price	Availability	Contract category	Predecessor
Euros T2 5040.00 Euros T1 4480.00	Now	VAV	N/A
Feature	Advantage	Benefit	
3 x 1/3inch Exmor Sensors with ClearVid array	High resolution, High sensitivity, Wide dynamic range, Excellent colour reproduction.	Outstanding price/performance offering. Vital for customers who cannot control light. Shots in darker situations will be usable.	
Sony's newly developed 'G' Lens	Separate Focus, Zoom and Iris rings. Fast Operation and 20x Zoom Lens. 28.5mm Wide Angle Lens.	Professional lens features. Wide angle of view. Flexible lens.	
HYBRID Solution for Media, Format & Workflow	Dual media, Tape and CF.	Tape for instant archiving and low-cost interchangeable media, CF for fast ingest in to a whole host of NLE products. Futureproof operation. Tape today, CF option when you want to move solid state.	
Native Progressive Scan	Offers 25p filming for a cinematic look.	Added flexibility for production, can be used for a variety of applications requiring progressive acquisition.	
New Audio Features	Internal mic can now be recorded as CH1 whilst recording CH2 EXT mic.	Audio recording flexibility, ease of use.	
Competition	Street Price (public list price)	Top 3 values of Sony	
• JVC GY-HM700E	6124.51 Euros	<ul style="list-style-type: none"> High picture quality 960x1080 Exmor Sensor with ClearVid array, much better than pixel shift. Better Low Light Sensitivity. Hybrid workflow, Tape/CF, SD/HD. 	
• Panasonic AG-HPX171	4077.15 Euros	<ul style="list-style-type: none"> High picture quality 960x1080 Exmor Sensor with ClearVid array, much better than pixel shift. Better Low Light Sensitivity. Low cost hybrid media: Tape/CF, SD/HD. 	

NXCAM/AVCHD

Key Messages

- NXCAM has been successful since its launch in January 2010 gaining an excellent reputation
- NXCAM represents Sony's Professional AVCHD implementation with linear PCM recording, timecode functions and hybrid memory recording features.
- The HXR-NX5E offers existing professional HDV/DVCAM users a migration to file based HD/SD acquisition.
- This includes all the great features of the HVR-Z5E with the Sony 'G' lens and 1/3-inch Exmor Sensor. This offers outstanding low-light capability and picture resolution.

Comments

- The HXR-MC50E launched at NAB 2010 is not an NXCAM product as it does not feature linear PCM recording and timecode functions
- Sony will continue to develop AVCHD professional products under its NXCAM brand although there are no specific announcements at NAB 2010

POP (Product Overview Publication)

Sony's first professional AVCHD camcorder redefines the performance and features expected of this product class. It records stunning quality 1920 x 1080 images at 24Mbps (50i or 25p), as well as supporting 720/50p and Standard Definition recording. Sony's "G Lens" and Exmor™ technology provide excellent resolution, colour and contrast, as well as exceptional low-light sensitivity.

Operational flexibility is maximised by AVCHD recording onto affordable and readily available consumer memory cards. Using two 32GB cards, the NX5 can record six hours of HD footage which can be further extended by simply swapping cards. Simultaneous HYBRID HD and/or SD recording is supported via a unique, optional 128GB Flash Memory Unit (HXR-FMU128) which offers 11 hours HD recording time at 24Mbps. The NX5E is the first camcorder of its class to feature a built-in GPS locator, high quality Linear PCM audio recording and new Active SteadyShot stabilisation technology.



Market		Application	
Broadcast, General Production, News, Documentary, Corporate, Event Videographer, Education, Budget Movie-Making		TV Production, Event Production, Film	
List Price	Availability	Contract category	Predecessor
Euros T2 4558.00	Now	VAV	N/A
Feature	Advantage	Benefit	
3 x 1/3inch Exmor Sensors with ClearVid array	High resolution, High sensitivity, Wide dynamic range, Excellent colour reproduction.	Outstanding price/performance offering. Vital for customers who cannot control light. Shots in darker situations will be usable.	
Sony's newly developed 'G' Lens	Separate Focus, Zoom and Iris rings. Fast Operation and 20x Zoom Lens. 29.5mm Wide Angle Lens.	Professional lens features. Wide angle of view. Flexible lens.	
Simultaneous recording onto memory card and Flash Memory	The 128-GB optional HXR-FMU128 provides continuous recording for approx 11 hours in the highest FX 24-Mbps mode (21-Mbps video data, 3Mbps audio and other data).	Memory Stick or SDHC for low-cost interchangeable media. Flash media for extended recording time and fast ingest into IT workflow.	
Active SteadyShot technology	Provides superior stabilisation - reducing hand-held camera shake	Improved stabilisation allows the user to concentrate more on composition and shot transition, rather than worrying about how to stabilise the camera.	
Loss-less Audio Recording	Provides a choice of two audio recording formats; Dolby Digital stereo or Linear PCM stereo	Capable of capturing uncompressed, CD quality audio data	
Competition	Street Price (public list price)	Top 3 values of Sony	
<ul style="list-style-type: none"> Panasonic AG-HMC151 	3513.24 Euros	<ul style="list-style-type: none"> High picture quality 960x1080 Exmor Sensor with ClearVid array, much better than pixel shift. Better Low Light Sensitivity. Simultaneous recording onto memory card and Flash Memory 	
<ul style="list-style-type: none"> Panasonic AG-HPX171 	4006.79 Euros	<ul style="list-style-type: none"> High picture quality 960x1080 Exmor Sensor with ClearVid array, much better than pixel shift. Better Low Light Sensitivity. Simultaneous recording onto memory card and Flash Memory 	

POP (Product Overview Publication)

Many customers require a file-based ultra compact camcorder at an affordable price point, often this type of camcorder is used by operators that are not craft camera operators. These customers mainly shoot in auto mode and often use this type of product for training basic camcorder skills before moving on to more manual camcorders.

This type of camcorder may be used to record covertly in politically/emotionally sensitive areas where a more 'consumer' look is an advantage and a lower weight and size allows the user to operate for extended periods of time.

The HXR-MC50E features a high resolution Exmor R™ CMOS Sensor. This new Sensor developed by Sony captures amazing, detail-packed Full HD video and still images with superb contrast, rich colours, excellent low-light performance and less picture noise. The HXR-MC50E is equipped with Optical SteadyShot Active Mode anti-shake technology which means you can capture steady, smooth, high-quality video with your camcorder, even when moving or zooming in or out.

This product is an entry-level product similar to the HXR-MC1P minicam and does not fulfill the NXCAM criteria so will be marketed using the AVCHD logo.



Market		Application	
Broadcast, Production, Education, Event Videography, Corporate, Freelance market, Police/Military		Documentary / Video Diary Use 'Back-up' Camcorder for Freelancer Underwater / In-Car Use. Corporate Use - Training DVD's, Role-Plays, Web-casts etc Police / Military use - Covert recording, evidence gathering etc. Education use - Training students in basic filming techniques	
List Price	Availability	Contract category	Predecessor
1,400 Euros T2	July 2010	VAV	N/A
Feature	Advantage	Benefit	
• Professional design	Supplied with professional accessories including a large Lens Hood, an ECM Shotgun Microphone with holder and a high capacity battery	Ideally suited to the specific needs and applications of the professional user, giving extended recording time, high quality audio and greater picture quality.	
• Professional Support	Supplied with a 2 year Sony PrimeSupport agreement	Offers peace of mind and professional back up should anything go wrong with the camcorder	
• 1/2.88" Back-Illuminated "Exmor R" CMOS Sensor	Amazing sensitivity in low-light (3 Lux) decreasing noise drastically	Offers extended shooting periods and better picture reproduction in low-light conditions.	
• Wide Angle G-Lens	29.8mm wide for shooting in tight situations	Lighter shooting, more flexible shooting in changing environments	
• Optical SteadyShot Image Stabilization with Active Mode	Reduces camera shake as well as reducing circular or rolling motion along with vertical and horizontal movement.	Improved hand-held shooting, with no external stabilisation needed. ideal for use by untrained operators and for documentary / video journalism	
Competition	Street Price (public list price)	Top 3 values of Sony	
• JVC GY-HM100	2734.97 Euros *All Pricing from www.creativevideo.co.uk - 3rd February 2010	<ul style="list-style-type: none"> • Price • Picture quality • Portability 	
• Panasonic AG-HMC41	2298.79 Euros *All Pricing from www.creativevideo.co.uk - 3rd February 2010	<ul style="list-style-type: none"> • Price • Picture quality • Portability 	

Key Messages

- Total Live Production Chain suitable for 3D production
- Part of the Sony complete lens to living room solution
- *New* Purpose built 3D stereo image processor for 3D images (MPE-200)
- FIFA World cup will be filmed in 3D using complete Sony production chain
- We have delivered world's first purpose built 3D OB Vehicle for use in Sky 3D football coverage
- Specific Training and consultancy also available

Comments

- Many existing products suitable or can be upgraded for 3D operation
- *New* HDC-P1 camera suitable for 3D camera rig
- MVS-8000G Software for 3D image processing
- Dual stream recording on HDCAM SRW-5800
- *New* 24" and 42" Professional Monitors

POP (Product Overview Publication)

The MPE-200 cell based processor unit together with the MPES-3D01/01 stereo image processor software provides 3D content producers a system to electronically align a pair of cameras used for 3D production.



Market		Application	
Any HD OB vehicle or studio looking at 3D production		Any 3D production	
List Price	Availability	Contract category	Predecessor
MPE-200 - 24,000 Euro T1	Now	HDB	None
MPES-3D01/01 - 14,000 Euro T1	Now	HDB	None
Feature	Advantage	Benefit	
<ul style="list-style-type: none"> 3D camera alignment 	No need to use cumbersome servo mechanical 3D rigs	Far more suitable for OB use. Saves time and cost	
<ul style="list-style-type: none"> Comprehensive technical monitoring 	Provides operators with detailed 3D information	Easy to adjust picture for optimum 3D	
<ul style="list-style-type: none"> Remote camera convergence control 	Camera rig position can be remotely adjusted to optimise 3D image	Ease of adjustment to give optimum 3D depth	
<ul style="list-style-type: none"> Control 3 boxes from single operational position 	A single operator can monitor and control 3 stereo camera pairs	Gives workflow improvement and minimises operational space	
<ul style="list-style-type: none"> Ability to read lens focal length data from camera system 	Automatically adjusts image compensation according to zoom amount	Keeps the two separate images in synchronisation throughout zoom range	
<ul style="list-style-type: none"> Image Flip and Flop to cope with inversions introduced in camera rig 	No need for additional processing units	All in one solution	
Competition	Street Price (public list price)	Top 3 values of Sony	
<ul style="list-style-type: none"> JVC IF 2D3D1 	33,000 Euros	<ul style="list-style-type: none"> No alignment control Provides 2D - 3D conversion only 	

Systems Cameras

Key Messages

- 12,000 HD 2/3" Cameras sold worldwide
 - Incl. 8,000 HDC-1500/1500R series
 - Incl. 1,500 HSC/HXC series
- Introduce 3G transmission kit for HDC-1000/1000R/1500/1500R
- Replacement all control panel line-up
 - MSU-1500 and RCP-1500 Series
- Introduce 5inch colour LCD viewfinder for both HD and DXC camera
 - HDVF-C550W
 - DXF-C50W

POP (Product Overview Publication)

Sony introduced the HDC-1500 series for our flagship top-quality HD studio and OB operation camera system 3 years ago. Since then, the sales has been getting increased and we have established a firm position in the market. To strengthen the product range against competition, a new Type-R series is introduced. By incorporating new CCD and new DSP LSI, higher S/N ratio and new functionality is added to current HDC series. This improvement should be key feature set for high end HD studio and OB Van demand.

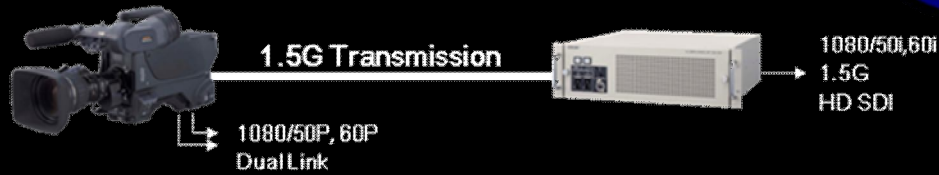


Market		Application	
All HD OB truck and studios		For shooting sports events / shooting productions	
List Price	Availability	Contract category	Predecessor
54,050 Euros T2 (HDC-1500R/1550R) 37,250 Euros T2 (HDC-1400R/1450R)	Now	HDB	HDC-1500/1550/1400/1450
Feature	Advantage	Benefit	
Improved Signal to Noise (S/N) ratio	A newly developed high sensitive CCD provides 2dB S/N ration improvement on current model.	-56dB spec. of S/N ratio, and achieve -64 dB with Noise Suppression function	
Focus Assist Function	The assist functions for easier focusing on the viewfinder are newly added to HDC-1500R series.	Focus Assist Indicator (FAI) and coloured peaking signal help to adjust focus.	
Automatic Imaging Optimizer	The processor automatically analyzes particular criteria of the lens and compensates blurred colour images based on the lens characteristics as well-known lens chromatic aberration.	Compensate this lens chromatic aberration, which has never been easy before. This beneficial feature allows the Type-R to achieve perfection in image formation to satisfy demanding professional users.	
3G Upgradable	HDC-1500R will be 3G upgradable with migration kit	Customer don't need purchase new camera.	
Flexible System Configuration	The HDC-1500R series is fully compatible with current Sony MSUs, CNUs and RCPs. And also capable sophisticated large lens adaptor HDLA.	To use the completely same operation with current Sony system camera and also capable Sony unique OLED VF, HDVF-EL100 with HDLA	
Competition	Street Price (public list price)	Top 3 values of Sony	
• Thomson LDK-8000 Elite	Around 60K Euros (system)	<ul style="list-style-type: none"> • Much better sensitivity • Good performance • Better features 	
• Thomson LDK-4000 Elite	Around 45K Euros (system)	<ul style="list-style-type: none"> • Better sensitivity • Affordable price • Better features 	
<ul style="list-style-type: none"> • Ikegami HDK-79EX3 • Panasonic AK-HC3500 • Hitachi SK-HD1000 		<ul style="list-style-type: none"> • Affordable Price • 720p capability • Digital Triax 	

NEW: 3G Upgrade kit for HDC-1000/1000R/1500/1500R

3G Upgradeability

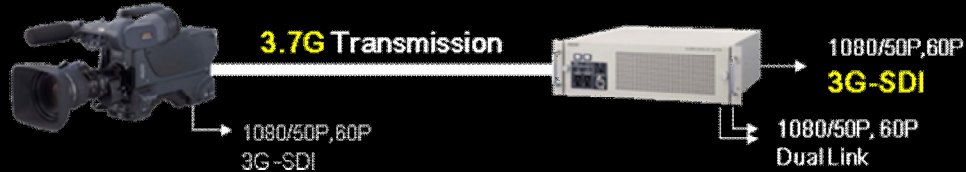
Current HDC system



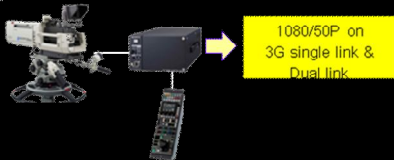
3G READY

Optional Kit for 3G Upgrade

After 3G Upgrade



3G Mode Application



For Live Sport



For Drama, Cinema

Trunk Line Mode Application



For Sub-camera operation



For 3D shooting

Model Name	Descriptions	Pricing (T2)	Availabilities
HKC-HB10	3G Fibre Transmission Unit for HDC-1000/1000R	€13,500.00	B/May/2010
HKC-HB10	3G Fibre Transmission Unit for HDC-1500/1500R	€12,000.00	B/May/2010
HKCU-HB10	3G Fibre Transmission Unit for HDCU-1000	€11,500.00	B/May/2010
HKCU-HB15	3G Fibre Transmission Unit for HDCU-1500	€11,000.00	B/May/2010
HKCU-2005	Optional 3G Single Link Interface Unit	€4,500.00	B/May/2010

POP (Product Overview Publication)

The HSC-300 camera supports versatile applications for HD with a high-quality SD output. It uses the latest 14-bit A/D conversion circuit as well as the superb 2/3-inch Power HAD™ FX CCD's to bring out high picture quality. Together with the highly compact 1.5 RU-size HSCU-300 Camera Control Unit, the HSC-300 camera offers a broad choice of system configurations including the MSU-950/900 Master Setup Unit. Thus, the HSC-300 can be used in a large-scale broadcasting system consisting of multiple cameras or as a simple studio system. The HSC-300 also offers large-lens operation in combination with Sony's HDLA-1500 Series Large Lens Adaptors, which are accepted worldwide for the operation with HDC Series cameras.



Market		Application	
Small OB truck and regional studio		For shooting studio and live events	
List Price	Availability	Contract category	Predecessor
32,500 Euros T2 (HSC-300//U) 49,600 Euros T2 (HSC-300PK//U)	Now	PAV	New Line-up
Feature	Advantage	Benefit	
Power HAD FX CCD	Due to Sony's advanced sensor technologies, the CCD imager offers a high sensitivity and good signal to noise ratios.	Achieve F11 high sensitivity Achieve -55dB S/N ratio on HD and -63dB on SD (PAL)	
Digital Triax transmission	Very high-quality digital Triax system that expands its operability in field applications, as well as for studio production.	This digital Triax system can be integrated into conventional Triax-based infrastructures, enabling an easy upgrade from existing systems.	
Large Lens Operation	Compatible the highly flexible Large Lens Adaptors. Making the HSC-300 the most flexible portable camera in its class.	These adaptors allow the HSC-300 to be used for many different applications and for users to choose the optimum viewfinder for the production.	
Compatible current camera	The HSC-300 series is fully compatible with current Sony MSUs, CNUs and RCPs. And provides colour matching with current SD cameras..	This compatibility offer systems from the very basic to extremely large to be built around the current BVP-E30 series.	
Compact CCU	Together with the highly compact 1.5 RU-size HSCU-300 Camera Control Unit	Save the space and the HSC-300 can be used in a large-scale broadcasting system consisting of multiple cameras or as a simple studio system.	
Competition		Street Price (public list price)	Top 3 values of Sony
<ul style="list-style-type: none"> Thomson LDK-4000 Elite 		Around 45K Euros (system)	<ul style="list-style-type: none"> Better sensitivity Affordable price Better features
<ul style="list-style-type: none"> Thomson LDK-400 (SD) 			<ul style="list-style-type: none"> Future proof Better Features
<ul style="list-style-type: none"> Ikegami HDK-79EX3 Panasonic AK-HC3500 Hitachi SK-HD1000 			<ul style="list-style-type: none"> Affordable Price 720p capability Digital Triax

POP (Product Overview Publication)

The HXC-100 camera supports versatile applications for HD with a high-quality SD output. It uses the latest 14-bit A/D conversion circuit as well as the superb 2/3-inch Power HAD™ FX CCDs to bring out high picture quality.

Together with the highly compact 1.5 RU HXCU-100 Camera Control Unit and a remote control panel from Sony, the HXC-100 camera offers a fairly simple system.

With a variety of beneficial functions packed into the camera, such as its Focus Assist function, the HXC-100 provides genuine user-friendliness.



Market		Application	
Small regional studio or News studio		For shooting studio and live events	
List Price	Availability	Contract category	Predecessor
20,000 Euros T2 (HXC-100//U) 29,500 Euros T2 (HXC-100PK//U) 36,500 Euros T2 (HXC-100CLK//U)	Now	PAV	New Line-up
Feature	Advantage	Benefit	
Power HAD FX CCD	Due to Sony's advanced sensor technologies, the CCD imager offers a high sensitivity and good signal to noise ratios.	Achieve F11 high sensitivity Achieve -55dB S/N ratio on HD and -63dB on SD (PAL)	
Digital Triax transmission	Very high-quality digital Triax system that expands its operability in field applications, as well as for studio production.	This digital Triax system can be integrated into conventional Triax-based infrastructures, enabling an easy upgrade from existing systems	
Highly sophisticated focus assist functions	Dedicate image enhancing signal can be added on viewfinder as "Viewfinder Detail" to recognize focusing point FAI (Focus Assist Indicator) Indicate the bar for Focus Assist on the VF and show the focus point in a cursor by the bar length.	For easier recognition for focusing point for the camera man. This new function is newly approach to realize best focusing action among this category of cameras during live shooting occasion. FAI (Focus Assist Indicator) may be helpful tool when it comes to focusing especially shooting at a wide-angle or dark area, at several occasion of production.	
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.	
Compact CCU	Together with the highly compact 1.5 RU-size HXCU-100 Camera Control Unit	Save the space and the HSC-100 can be used in a large-scale broadcasting system consisting of multiple cameras or as a simple studio system.	
Competition	Street Price (public list price)	Top 3 values of Sony	
• Thomson LDK-400 (SD)		• Future proof • Better Feature	
• Hitachi SK-900 (SD)		• Future proof • Better Features	











POP (Product Overview Publication)

The HDC-3300 was developed to meet high speed shooting demand. Today, it has evolved into the HDC-3300R - a next-generation model with stunning picture quality by enhanced S/N ratio, state-of-the-art features, and new functions. Sony's cutting-edge technology enables the HDC-3300R to capture full-resolution 1920 x 1080 high-definition images at an amazing three times the normal frame rate (1080/150i or 720/150P). The HDC-3300R system is capable of transferring data at a rate of 10 Gb/s. This high transfer rate enables superb-quality uncompressed wideband signals to be transferred from the camera head to the HDCU-3300R Camera Control Unit over distances up to 2,500 meters (8,200 feet)



Market		Application	
OB truck		For shooting sports events	
List Price	Availability	Contract category	Predecessor
112,600 Euros T2	Now	HDB	HDC-3300
Feature	Advantage	Benefit	
3 times shooting	Full HD resolution	3 times full HD resolution shooting for super slo motion	
Simultaneous output live and 3 times image	Live (normal speed) output from CCU.	Space save (Don't need to shoot other camera). Allows the user to shoot the same angle/image in normal and high speed.	
High sensitivity	F9 Spec of sensitivity	Good performance to shoot, especially night time games	
Better signal to noise (S/N) ratio	-2dB becomes better than HDC-3300. Plus the camera has "Noise Suppression" function	-56dB spec. of S/N ratio, and achieve -64 dB with Noise Suppression	
Flexible System Configuration	The HDC-3300R series is fully compatible with current Sony MSUs, CNUs and RCPs and can also use the HDLA large lens adaptor.	To use the completely same operation with HDC-1500R series and also capable Sony unique OLED VF, HDVF-EL100 with HDLA	
Competition	Street Price (public list price)	Top 3 values of Sony	
<ul style="list-style-type: none"> Thomson LDK-8300 	Around 12K Euros (system)	<ul style="list-style-type: none"> Much better sensitivity (F9 vs F4 at 3 times shooting) Simultaneous output x3 and live image Better signal to noise ratio. 	

Sony Control Panel Line-up

	FY09	FY10
MSU (Horizontal)	 MSU-900	 New MSU-1000
MSU (Vertical)	 MSU-950	 New MSU-1500
RCP (Touch Panel)	 RCP-750	 New Combined RCP-1500/1501
RCP (Direct Button)	 RCP-920	
RCP (Slim)		 New RCP-1530 Newly added
RCP (Simple)	 RCP-700	 New RCP-1500/1001

Model Name	Descriptions	Pricing (T2)	Availabilities
RCP-1000	Simple Remote Control Panel (Joystick)	€3,000.00	B/May/2010
RCP-1001	Simple Remote Control Panel (Encoder)	€3,000.00	B/May/2010
RCP-1500	Standard Remote Control Panel (Joystick)	€4,250.00	B/May/2010
RCP-1501	Standard Remote Control Panel (Encoder)	€4,250.00	B/May/2010
RCP-1530	Slim Remote Control Panel (Joystick)	€4,250.00	B/May/2010
MSU-1000	Master Setup Unit (Horizontal)	€8,500.00	B/May/2010
MSU-1500	Master Setup Unit (Vertical)	€8,500.00	B/May/2010

5" LCD VF Product Outline

- Use 5" LCD for Viewfinder : 800 x RGB x 480
 - 2 types
 - **HDVF-C550W** for HDC/HSC/HXC and future camera/camcorder
 - **DXF-C50W** for DXC/DSR/PDW-F335 and PMW-350
- Use wide viewing angle type [IPS*] LCD
 - Outside hood to be option
 - **VFH-570**



*IPS : In-Phase-Switching

SONY PROFESSIONAL

SONY
More... Believe it

Model Name	Descriptions	Pricing (T2)	Availabilities
HDVF-C550W	Colour LCD Viewfinder (5 inch) for HD camera	€4,800.00	B/May/2010
DXF-C50W	Colour LCD Viewfinder (5 inch) for DXC camera	€2,400.00	B/May/2010
VFH-570	Sports VF Hood for HDVF-C550W/DXF-C50W	€400.00	B/May/2010

Multi-Purpose Cameras

Key Messages

- A range of mutipurpose remote cameras.
- Both SD and HD supported.
- Versatile output and connection options.
- High quality image sensors.
- Long distance fibre connection available.

Comments

- The BRC range of remote cameras provide a different view point to the user
- These cameras can be mounted and used in areas that it would be difficult to use a conventional camera.
- The range is completely scalable and can range from single to multi-camera systems to long and short distance operation.

POP (Product Overview Publication)

BRC-Z330 Pan, Tilt & Zoom Camera

Market

Broadcast, Commercial & Industrial

Application

The BRC-Z330 is ideal for locations where space is critical and remote camera operation is required.

List Price

4800 Euros T2 (Tentative)
TBA Euros T1

Availability

Now

Contract category

CSY-MPC+-BRC+

Predecessor

Natural successor to the
BRC-300

Feature**Advantage****Benefit**

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.

Competition**Street Price (public list price)****Top 3 values of Sony**

- Panasonic AW-HE100E

6000 Euros

- 18 x Zoom
- Visca control
- Better Price

New: BRC-Z330 Options

BRU-SF10 and optional products (TTL 5 products)

No.1



tentative image

Model : BRU-SF10
HD optical multiplex unit (for BRC-Z330)

No.2



tentative image

Model : BRBK-HSD2
HD/SD-SDI output card

No.3



tentative image

Model : BRBK-SA1
Analog SD output card

No.4



tentative image

Model : BRBK-SF1
HD optical multiplex card
(for BRC-Z330)

No image

No.5

CCFC-S200
Optical fiber cable
(single mode, 200m)

Model Name	Descriptions	Pricing (T2)	Availabilities
BRU-SF10	HD Optical Multiplex Unit for BRC-Z330	TBD	M/Aug/2010
BRBK-HSD2	HD/SD-SDI Output Card	TBD	M/Aug/2010
BRBK-SA1	Analogue SD Output Card	TBD	M/Aug/2010
BRBK-SF1	HD Optical Multiplex Card for BRC-Z330	TBD	M/Aug/2010
CCFC-S200	Optical Fibre Cable (Single Mode 200m)	TBD	M/Aug/2010

Live Production Switchers

Key Messages

- More than 2,100 MVS systems sold world wide.
- Sony announce the launch of the **NEW** high end 3G switcher – the **MVS-8000X** and a new mid range HD switcher – the **DFS-900M**. 3D Software features to be announced and shown for MVS range.
- Current Switcher range remains intact starting at BRS-200 through to MVS-8000X
- Single range of modular switchers for SD & HD operations and for varied applications.
- Powerful Frame Memory system including embedded audio playback.
- Scalable options including DVE's, Frame Memory, Format Conversion, Device control & System manager.
- 2 functional MVS-8000X systems to be shown.
- 3G switching will be shown together with 3D box all in 1080P. Switcher will be integrated with 3D camera set 2nd MVS-8000X system will be shown in 1080i mode with 5 M/E's and Multi Program 2.
MVS-8000G system will be shown with V9 software and connected to a prototype "CG effector unit".

Comments

- 2 x MVS 8000X demo systems on stand
- 1 x MVS-8000X processor shown on stage with stage presentation.
- 1 x MVS 6000 demo system on stand with V9 software
- 1 x MVS-8000G with "CG effector" & V9 software
- DFS-900M with 1M/E and 1,5M/E panels shown on stand

POP (Product Overview Publication)

The flagship MVS-8000X is a newly developed processor that is ideally suited to HD production whilst being upgradeable to 3G (1080P single link level B) by software only. Thanks to a completely new generation of processor, the MVS-8000X can handle more I/O than any other production switcher in the world – all in 3G for true 1080p performance. With 200 input connectors and 100 output connectors the MVS-8000X adds a new dimension to the world of production switchers. The MVS-8000X's new processing engine means more M/Es, more keyers and more features, so you can do much more on-board, all in 1080p, without having to tie-in external devices. The MVS-8000X is unique in that it is delivered as an HD ready system and does not need any upgrade or software options to operate in all the currently supported HD formats. The upgrade to 1080P is via a software licence that also enables the 3D functionality.



Market		Application	
From small to large production facilities.		Live & Post Production Video Switcher	
List Price	Availability	Contract category	Predecessor
From 100k€ to 250k€ (dependant on configuration)	End May 2010	HDB	Addition to current MVS range.
Feature	Advantage	Benefit	
Large input & output matrix	Caters for the largest of productions.	Single switcher can be used for multiple studios. Need for router minimised.	
Single link 3G capable whilst being ready for HD on delivery from factory	Future proofing and increased capability.	Upgrade to 3G by licence key at own time.	
Multi-Viewer outputs	Multiple views on a single screens	Allows the user to choose a variety of view options on one screen and this keeps the system cost low	
Floating ME	Allocate resource where it is needed	Enables more flexible use of ME & keyers Makes the system more powerful by adding keys	
8 keyers per ME	Caters for the most complex of productions	Minimises the use of extra ME banks & enables ease of use on large productions.	
Competition	Street Price (public list price)	Notes	
FOR-A HVS-5000	Not known	The only large production switcher that is 3G ready to date.	
GVG - Kayenne Ross - Vision Octane Snell - Kahuna	Not known	Ross is the only manufacturer in this list that claims to have a 3G switcher. The frame is 3G ready but the electronics will be ready in September 2010. GVG and Snell have not announced when their products will be 3G compatible.	

POP (Product Overview Publication)

The MVS-8000G is ideally suited to HD production and is available in scalable configurations from 1 to 4 ME's accommodating up to 80 inputs and 56 outputs. Sony's revolutionary modular control panel is at the centre of our switcher system with customers able to configure and maintain their switcher with great ease. Standard features include 4 powerful keyers per ME, each with their own DME (resizer) and fully featured keyers and wipes on all ME's. Options include format converters for both inputs and outputs, Integrated Frame Memory System supporting embedded audio, Up to 8 channels of integrated 3D DME, Comprehensive control of VTR's / servers and a choice of Auxiliary panels. 3D functionality for live production is also supported and this will be shown at NAB 2010.



Market	Application
From small to large production facilities.	Live & Post Production Video Switcher

List Price	Availability	Contract category	Predecessor
From 30k€ to 200k€ (dependant on configuration)	Current	HDB	DVS-7000 series (discontinued around 2002)

Feature	Advantage	Benefit
User friendly operational style & Layout free Control Panel	Easy to use panel & menu system with panel configured to users needs / budget.	Operational feedback and confidence stays high via uncluttered & responsive panel. The Sony control panel offers a high degree of easy to understand user feedback and is made more powerful by its flexibility and robustness.
Built in 2D resizer on every keyer* * not available on PP keyers -simple PP	Easy use of DVE effects	External DVE not required - cost saving Part of ME memory - easy operational style
Built in Format Convertors (Optional)	Seamless Up & Down conversion of HD & SD material	Flexibility to use HD & SD material
Swappable modules	Easy repair / maintenance	Quick repair / replacement of critical parts
Editable Macros with a larger MACRO register to come	Macros are easy to create, attach and edit	Makes operation more efficient and flexible.

Competition	Street Price (public list price)	Top 3 values of Sony
• Thomson Grass Valley - Kayenne	Approx 200k€ depending on configuration.	<ul style="list-style-type: none"> • 3G ready • Larger input / output matrix • Chroma key on all ME keyers
• Snell & Wilcox - Kahuna	Approx 100k€ for 2ME with DVE (HD) Approx 161k€ for 3ME with DVE (HD)	<ul style="list-style-type: none"> • More outputs per ME (6) • Superior Chroma Keyer (Frame based) • Superior Timeline functionality
• Ross - QMD - X	Not known	<ul style="list-style-type: none"> • Larger input / output matrix • More powerful & flexible output options. Clean feeds are easy to configure on Sony. • Macros can be assigned in more areas and with greater use of editing.

New @ NAB 2010

V9 software released	<ul style="list-style-type: none"> • 3D utility features • Corner Pin for MVE-8000/ 9000 • Improved Directory features for FM.Official implementation of V8.10.2 with users guide.
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POP (Product Overview Publication)

The MVS-6000 is an affordable and highly featured vision switcher for SD or Multi format video switching. It can cater for production needs starting at 15 inputs / 24 outputs 1ME (Mix Effect Bus) up to 49 inputs / 24 outputs and 2.5ME. This is a new addition to the family of MVS-8000 & DVS-9000 switchers. The MVS-6000 utilizes the latest technologies such as a newly developed image processor, internal digital multi-effects (DME), clip transition effects, Side Flags, internal format convertor and multi-format operation, all packed into a compact frame. The MVS-6000 can also be upgraded to multi-format configurations by licence key. Customers can start with a standard-definition (SD) configuration and, with no change in hardware, easily upgrade to multi-format configurations according to their growing needs. The all-new CCP-6000 Series is an easy-to-use control panel that can be operated in combination with a standard VGA monitor and a mouse, which greatly expands operational flexibility. The CCP-6000 also includes the newly developed Multi-Function FlexiPad™ module that further saves space whilst completing existing operational requirements.



Market		Application	
Small to Mid sized production facilities.		Live & Post Production Video Switcher	
List Price	Availability	Contract category	Predecessor
From 35k€ to 105k€ (dependant on configuration)	9 April 2009	HDB	New Model
Feature		Advantage	Benefit
Known Sony operational style		Minimal training required	Time and cost savings. Confidence of operators stays high
Built in 2.5D resizers		Easy use of DVE effects	External DVE not required - cost saving Part of ME memory - easy operational style
Compact control panel		Smaller real estate requirement	Cost reduction - less modules for same functionality & cost reduction - space saving
Swappable modules		Easy repair / maintenance	Quick repair / replacement of critical parts
Compatible with MVS-8000		Make use of existing resources	Cost saving & compatibility with other equipment and operational philosophy.
Competition		Street Price (public list price)	Top 3 values of Sony
• Thomson Grass Valley - Kayak		Approx 100k€ for 2ME with DVE (HD) Approx 120k€ for 3ME with DVE (HD)	• Larger & more intuitive touch screen • Chroma key on all ME keyers • User friendly modular control panel
• Snell & Wilcox - Kahuna		Approx 100k€ for 2ME with DVE (HD)	• More outputs per ME (6) • Superior Chroma Keyer (Frame based) • Superior Timeline functionality
• Ross Video - Vision - QMD		Not Known	• Internal Format conversion • Freely assignable macros • Large Frame Memory capacity
NEW @ NAB 2010			
V9 software released		• Non linear effects for DME enabled Official implementation of V8.05 with users guide.	

POP (Product Overview Publication)

The DFS-900M is designed for live productions where there's no need - or no budget - for a large production switcher. Bursting with features in a small, ergonomic package, the DFS-900 makes it easy to interface with HD cameras and other studio equipment, with HD SDI available throughout. Catering for up to 24 inputs and 12 outputs, the DFS-900M can accept SDI, DVI and composite inputs through a variety of input card options. Up to 6 channels of DVE can be supplied with 2 being provided as standard. Multiviewer outputs, format conversion, frame memory and SD / HD operation make this a very cost effective solution for the budget conscious market.



Market		Application	
Small to Medium Broadcast and 2 nd tier production facilities		<ul style="list-style-type: none"> • small-to-medium broadcast operations and production facilities • conference production • churches • universities and collages 	
List Price	Availability	Contract category	Predecessor
20K € Tentative for 1M/E system	September 2010- 1M/E December 2010 - 1,5M/E	HDB	DFS-800 (DFS-800 will continue to be supplied)
Feature	Advantage	Benefit	
Up to 24 inputs	Large input matrix that allows for medium broadcast type applications.	Configurable according to customers need and budget. Good for broadcast applications with low budget.	
Multi-format with built in resizers	Allows for the integration of SD & HD material without the need for external conversion.	Cost saving - no external convertors.	
2 Multiviewer outputs	Cost efficient monitoring using 1 or 2 VDU's.	Cost reduction -less monitors required.	
DVI and composite inputs / outputs	Computer and consumer products with DVI signals can be used in conjunction with the DFS-900M	Broader market appeal which includes non BC customers. Good for presentation and stadium / education applications.	
Up to 6 channels of DVE, Chroma key standard on all 4 keyers	Powerful effects can be created with 3D DVE including effects like warp.	Powerful feature set appeals to broadcast and pro market.	
Competition	Street Price (public list price)	Top 3 values of Sony	
Snell Kahuna	Approx 37K Euro - Available now	Superior functionality and user interface Superior chroma keyer Smaller control panel for Sony and similar functionality at a far lower price.	
FOR-A HVS-1000S	23K Euro (basic config) - Available now	Bigger input matrix (24 for Sony, 16 for FOR-A) More DME's (6 for Sony, 2 for FOR-A) Multiviewer - none on FOR-A model More Keyers (4 for Sony, 3 for FOR-A)	
Panasonic AV HS450	20K Euro - Available now.	Bigger input matrix (24 for Sony, 20 for Panasonic) More Keyers (4 for Sony, 1 for Panasonic) More Chroma keyers (4 for Sony, 1 for Panasonic) More DME's (6 for Sony, 2 for Panasonic)	
FOR-A HVS-300HS	11K Euro - Available now	Bigger input matrix (24 for Sony, 12 for FOR-A) More Keyers (4 for Sony, 1 for FOR-A) More Multiviewer outputs (2 for Sony, 1 for FOR-A)	

POP (Product Overview Publication)

BRS-200 Camera Switcher & Control Unit



Market		Application	
Small Studio, Event & Live Production		The BRS-200 is an ideal switcher small scale low cost production where there is a need to switch and control a small number of cameras.	
List Price	Availability	Contract category	Predecessor
12000 Euros T2 (Tentative) TBA Euros T1	End June 2009	ESE-SWEF-BRS+	N/A
Feature	Advantage	Benefit	
VISCA	Camera Control	Enables the user to control attached BRC cameras via one unit.	
Flexible input options	Various optional inputs can be selected	Creates input flexibility and system configuration	
Multi-Viewer	Multiple viewing options on a single monitor	Allows the user to choose a variety of view options on one screen and this keeps the system cost low.	
DVI Output	BRS-200 can output a DVI signal	Cost effective monitor can be used on the system	
99 camera and presets and snapshots	Camera positions can be stored and recalled easily.	Provides for easy set-up and recall of any camera settings and positions.	
Competition	Street Price (public list price)	Top 3 values of Sony	
• FOR-A HVS-300HS	10000 Euros	<ul style="list-style-type: none"> • Visca & 422 control. • Input Options. • Multi-Viewer. 	
• Panasonic AV-HS400A	8000 Euros	<ul style="list-style-type: none"> • Visca & 422 Control • Input Options • Size & Weight 	
• Slate G1000	12 000 Euros	<ul style="list-style-type: none"> • Size & Weight • Input options • Operational panel included 	

Key Messages

- Best solution for most broadcasters to reduce the operational cost in TV news production
- ELC is shown at NAB09 as a REAL product; V1.0 has been released in March
- Utilize ELC as a tool to enhance MVS and other Sony equipment sales in recent economical crisis

Comments

ELC Location @NAB:

- Live Production Stage
 - Combined presentation with Sakura & MVS-6000
 - Appeal ELC's cost effective workflow in news production
- Discussion Suite <Invitation Only>
 - Full working system demo
 - Business discussion

Content Creation Marketing		ELC-MVS01	
POP (Product Overview Publication)			
<p>ELC-MVS01 stands for Enhanced Live production Control Software which provides an automation solution for news TV production.</p> <p>ELC will bring a major enhancement in the efficiency of news studio production through the automation solution with no degradation on the program quality from the conventional manual operation.</p> <p>ELC integrates only with Sony video switchers - MVS-6000, MVS-8000ASF/GSF or MVS-8000A/G (2.5M/E or larger configuration) - and controls third party devices such as audio mixers, audio servers, camera robotics, DDRs (disk recorders), Character Generators (CG) and playout servers, which are commonly used for news production and broadcast.</p> <p>ELC also has a MOS newsroom interface with an ActiveX plug-in that integrates directly into the News Room Computer System (NRCS), such as Avid iNEWS and AP ENPS.</p>			
Market		Application	
Medium to small TV stations		Live news production	
List Price	Availability	Contract category	Predecessor
TBC Euros T1	Since July 2009	HDB	New Model
Feature		Advantage	Benefit
NRCS centric	Utilization of the existing workflows to create programs	Automates control over devices which used to be manually controlled by a specialized operator	
Complex device control	Automates control over robotic cameras, audio mixer, DDR, audio servers, playout server, or any other MVS switcher system components	Decrease of operational cost	
An easy-to-use graphic user interface	Clear and concise rundown information constantly displayed	Enables the user to concentrate on running the show	
Real-time synchronization and update of playlists	If NRCS rundown changes occur, these will be updated immediately in ELC-MVS01	Enables last minute modifications	
Enhanced flexibility with manual operations	Provides flexible manual on-air operations, including adjustment of audio levels, or inserting or deleting the DSK.	Allows operator to also have control	
Competition		Street Price (public list price)	Top 3 values of Sony
• Thomson/GV: Ignite			• NRCS centric, producers workflow will not change • Enables last minute rundown • If Ignite dies, all other MOS devices' rundown will get lost
• Ross Video : OverDrive			• Intuitive GUI • Can be coupled with an MVS switcher

Broadcast & Professional Monitors

Key Messages	<ul style="list-style-type: none">• World wide sales of TRIMASTER Series monitors over 2,000 units!• The TRIMASTER monitor range has expanded with three new models, SRM-L560, PVM-L3200 and PVM-L1700.• Sony is renewing its LMD high-grade line up with the 51W Series by introducing a 20-inch model.• The LMD-1530W wide screen Entry level Professional Monitor completes the family range with improved picture quality and very cost effective price.• Sony is introducing the first OLED 7.4-inch wide screen portable monitor giving unrivalled picture quality in this range.• Sony is exploring new technology to display 3D and "beyond HD" images.
Comments	<ul style="list-style-type: none">• Benchmark Sony Key technologies TRIMASTER and CHROMATRU used in Professional Monitors.• Emphasise on the added value with the inclusion of the new auto white balance capability for the 51W series.• Explore HDV and CRT market replacement opportunities with the new LMD-1530W• Position the PVM-740 as ultimate quality with Sony's unique OLED Super Top Emission & ChromaTRU technologies fitted.• Explore business potential and customers requirements for 3D and "Beyond HD" technology demonstration. (i.e. 4K/QFHD content creation, industrial design, simulation, Cinema, Museum, conventions, etc.

POP (Product Overview Publication)

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, visualization and Research & development in the industrial market.

TRIMASTER



Market		Application	
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.		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.	
List Price	Availability (Tentative)	Contract category	Predecessor
EUR 69,900	Available	PJD	None
Feature	Advantage	Benefit	
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 CC market	
Same Display Engine as BVM-L231	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.	
Competition	Street Price (public list price)	Top 3 values of Sony	
<ul style="list-style-type: none"> Astro Design DM3410/3400 Barco LC5621 Mitsubishi 56P-QF60LCU Toshiba P56QHD 	CCFL backlight, 10-bit panel, 3G/HD SDI, DVI-D CCFL backlight, 8-bit panel, DVI-D only CCFL backlight, 8-bit panel, DVI-D only CCFL backlight, 8-bit panel, DVI-D only	<ul style="list-style-type: none"> Ultimate picture performance with TRIMASTER LED backlight for wider colour gamut and ultimate picture uniformity Versatility of video inputs thru 3G/HD-SDI, DVI-D and HDMI 2K/HD Zoom feature High-end production features 	

POP (Product Overview Publication)

The BVM-L231 is the second generation of Master monitor aimed for evaluation purposes. It is replacing the well know BVM-L230 after its sales record close to 1,000 units world wide. 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.

TRIMASTER



Market		Application	
Digital Cinema, Broadcast		Mastering, Evaluation, colour grading, Production, Post-Production, Quality Control, Engineering, Master control room PGM/PVW, etc.	
List Price	Availability	Contract category	Predecessor
€22,100 Euros EU €19,400 Euros NEU	Since June 2009	PAV	BVM-L230
Feature	Advantage	Benefit	
TRIMASTER technology	Precise colour, gamma and picture consistency	Ultimate picture quality and consistency	
Precision LED backlight system	Expand colour gamut near DCI (P3)	Expand scope of applications	
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	
HDMI input	Future proof connection	For HDV or Blu Ray authoring system	
Competition	Street Price (public list price)	Top 5 values of Sony	
<ul style="list-style-type: none"> Barco RHDM-2301 	N/A	<ul style="list-style-type: none"> Better accuracy and uniformity with Direct LED backlights 2ND generation of BVM - Highly Mature product HD frame capture on memory stick Separate control unit 	
<ul style="list-style-type: none"> Cinetal range 	N/A	<ul style="list-style-type: none"> More precise and accurate Master monitor Better accuracy with 10bit LCD driver, 12 bit processing and LED backlight Wider colour gamut for D-Cine Better picture consistency Wider viewing angle 	

POP (Product Overview Publication)

The BVM-L170 is the first Sony 17-inch Master monitor equipped with a Full HD LCD panel. This monitor benefits of TRIMASTER technology to reproduce very accurate and consistent images. It can be mounted in a 19-inch rack for engineering or quality control. Also equipped with a 24V DC power, this monitor can be used on location shooting for Cinema or high-end acquisition. 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.

TRIMASTER



Market		Application	
Digital Cinema, Broadcast		Mastering, Evaluation, colour grading, Production, Post-Production, Quality Control, Engineering, On locations shooting, etc.	
List Price	Availability	Contract category	Predecessor
€12,800 Euros EU €11,230 Euros NEU	Available	PAV	BVM-A14F5M
Feature	Advantage	Benefit	
TRIMASTER technology	Precise colour, gamma and picture consistency	Ultimate picture quality and consistency	
Precision LED backlight system	Expand colour gamut near DCI (P3)	Expanding scope of application range.	
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	
HDMI input	Future proof connection	For HDV or Blu Ray authoring system	
24V DC power	Less electrocution risk	For on locations shooting	
19-inch rack mounting	Fits inside rack, easy connection of video inputs at rear	Ideal for Mobile video productions or in engineering racks	
Competition	Street Price (public list price)	Top 5 values of Sony	
<ul style="list-style-type: none"> Barco 17-inch 	N/A	<ul style="list-style-type: none"> Better accuracy and uniformity with Direct LED backlights Based on BVM-L231 technology - Highly Mature product HD frame capture on memory stick Separate control unit 	

POP (Product Overview Publication)

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.

TRIMASTER



Market		Application	
Broadcast		Production, Post-Production, Quality Control, Engineering, Master control room PGM/PVW, etc.	
List Price	Availability	Contract category	Predecessor
€15,000 Euros EU €13,158 Euros NEU	Since January 2010	PAV	N/A
Feature	Advantage	Benefit	
• 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	
• HDMI input	Future proof connection	For HDV or Blu Ray authoring system	
Competition	Street Price (public list price)	Top 5 values of Sony	
• Cinetal B420 42-inch	N/A	<ul style="list-style-type: none"> • More precise and accurate Control monitor • Better accuracy with 10bit LCD driver, 12-bit output processing, Sony Display engine • Wider viewing angle • Better picture consistency • Better SD picture reproduction 	

POP (Product Overview Publication)

The PVM-L2300 is a 23-inch Broadcast Monitor fitted with TRIMASTER technology for critical picture monitoring purposes. It is a derivative model of the reference BVM-L230 Master monitor sharing most of the high-end features of this monitor but at a very affordable cost. The PVM-L2300 is equipped with a wide fluorescent backlight system to emulate precisely the Broadcast standards colour Gamut. 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.

TRIMASTER



Market		Application	
Broadcast		Production, Post-Production, Quality Control, Engineering, Master control room PGM/PVW, etc.	
List Price	Availability	Contract category	Predecessor
€10,320 Euros EU €9,050 Euros NEU	Available	PAV	N/A
Feature	Advantage	Benefit	
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	
HDMI input	Future proof connection	For HDV or Blu Ray authoring system	
Competition	Street Price (public list price)	Top 5 values of Sony	
• Barco RHDM-2301	N/A	<ul style="list-style-type: none"> Competitive picture performance Mature product - derivative model of BVM-L230 HD frame capture on memory stick and separate control unit Better SD picture reproduction Cost effective Control monitor 	
• Cinetal range	N/A	<ul style="list-style-type: none"> More precise and accurate Control monitor Better accuracy with 10bit LCD driver, 12-bit output processing, Sony Display engine Wider viewing angle Better picture consistency Better SD picture reproduction 	
• TV Logic - XVM-245W	N/A	<ul style="list-style-type: none"> Better colour accuracy, Gamma tracking and picture uniformity Wider viewing angle Better SD picture reproduction Less motion blur and video delay 	

POP (Product Overview Publication)

The PVM-L1700 is a 17-inch full HD Broadcast LCD monitor aimed for critical picture monitoring. It is completing the current PVM-L2300 in the TRIMASTER range. This monitor is a cost effective version of the BVM-L170. While BVM-L has been designed to perform the highest preciseness in every feature aspect, PVM-L has been designed to be more affordable with a wise compromise of wider tolerance in specification. PVM-L1700 will fit all applications requiring a high quality picture reproduction.

TRIMASTER



Market		Application	
Broadcast production & post production		Camera & VTR control, Engineering room, production monitor wall, Editing, etc.	
List Price	Availability (Tentative)	Contract category	Predecessor
EU €8,280 NEU €7,263	Since October 2009	PVA	None
Feature	Advantage	Benefit	
• TRIMASTER technology	Highest level of picture performance	Precise colour, gamma and picture consistency	
• Sony Display Engine used in BVM-L Series	State of the Art Display Engine	High quality HD and SD picture reproduction	
• Cost effective monitor	Save money	Access to high picture quality at lower price	
• 3G ready	Future proof	Accept 1080p and HD SDI Dual Link format with the optional BKM-250TG	
• Rack mount capability	For production use	Easy cabling at the back	
Competition	Street Price (public list price)	Top 3 values of Sony	
• Barco 17-inch	N/A	<ul style="list-style-type: none"> Competitive picture performance Based on BVM-L231 technology - Highly Mature product HD frame capture on memory stick Separate control unit 	
• Ikegami, HLM-1750WR	N/A	<ul style="list-style-type: none"> Higher grade picture quality and precision imaging Added value features for top-end applications State of the Art TRIMASTER technology 	
• Marshall, V-R171	N/A	<ul style="list-style-type: none"> Higher grade picture quality and precision imaging Added value features for top-end applications State of the Art TRIMASTER technology 	
• Penta, HD2line PD 17W	N/A	<ul style="list-style-type: none"> Higher grade picture quality and precision imaging Added value features for top-end applications State of the Art TRIMASTER technology 	

POP (Product Overview Publication)

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		Application	
Broadcast, corporate, industrial, etc.		Acquisition, Production OB vehicle, Studio, Editing, etc.	
List Price	Availability	Contract category	Predecessor
N/A	Sep/October 2010	VAV	N/A
Feature		Advantage	Benefit
Professional monitor design		Faithfull 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
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
Competition		Street Price (public list price)	Top 3 values of Sony
<ul style="list-style-type: none"> JVC 24-inch and 46-inch professional/consumer derivative monitor 		24-inch N/A GD-463D10E €7,300	<ul style="list-style-type: none"> Professional design High picture performance HD-SDI 3D signal inputs Prime Support included
<ul style="list-style-type: none"> Hyundai 24, 32 and 46-inch computer derivative monitors 		W240S €970 S320D €3,190 S465D €6,500	<ul style="list-style-type: none"> Professional design High picture performance HD-SDI 3D signal inputs Prime Support included
<ul style="list-style-type: none"> Panasonic 25.5-inch Professional monitor 		BT-3DL2550 ~ 9,900 USD	<ul style="list-style-type: none"> Professional design High picture performance HD-SDI 3D signal inputs Prime Support included

POP (Product Overview Publication)

The LMD-2451W and LMD-1751W belongs to the new 51W series that will replace the current 50W Series. These new models benefit of the latest generation of LCD panel for improved picture quality. New features are included such as 3G ready, Improved WFM/ALM meter and automatic audio lip sync. The products use the same chassis as the 50W series.

Market	Application
Broadcast, corporate, institutional	Production gallery, editing, office viewing, studio, etc.

EU List Price (Tentative)	Availability (Tentative)	Contract category	Predecessor
LMD-2451W €4,291 Euros LMD-1751W €3,192 Euros With HD/SD-SDI inputs & stand	LMD-2451W since Jul-09 LMD-1751W since Aug-09	VAV	LMD-2450W LMD-1750W

Feature	Advantage	Benefit
ChromaTRU technology + 10 bits processing	Precise colour and gamma accuracy	Consistent image from monitor to monitor
3G ready	Accept 1080p format on single link	Reduce system cost and cabling for 1080p
Smart lighting function key	Fit nicely in a production gallery	Fashionable design for desktop and monitor wall
Slot structure	Customised solution, Quad Split board from Harris	Future proof and cost effective option on demand
Ethernet remote	Monitor Control at distance	Enhanced User flexibility

Competition	Street Price (public list price)	Top 5 values of Sony
<ul style="list-style-type: none"> JVC DT-V24L3D JVC DT-V17L3D 	€4,300 Euros €2,790 Euros	<ul style="list-style-type: none"> Low ambient light reflection 3G ready and native mode SD I/P mode selection with audio lip sync Quad Split capability Ethernet remote and Smart function keys
<ul style="list-style-type: none"> Panasonic BT-LH2550 Panasonic BT-LH1760 Panasonic BT-LH1710 	€5,190 Euros €3,650 Euros €3,090 Euros	<ul style="list-style-type: none"> Price and size 3G ready and native mode SD I/P mode selection with audio lip sync Quad Split capability Ethernet remote and Smart function keys
<ul style="list-style-type: none"> TV Logic LVM-241W/LMD-171WP 	N/A	<ul style="list-style-type: none"> I/P mode selection with audio lip sync Quad Split capability Ethernet remote and Smart function keys

POP (Product Overview Publication)

The LMD-2051W belongs to the new 51W series that is replacing the current 50W Series. New features are included such as 3G ready, Improved WFM/ALM meter and automatic audio lip sync. This monitor uses the same chassis and has the same features as the 50W series. A new Auto White Balance function is also available with the support of an external X Rite i1Pro probe made by X-Rite.



Market		Application	
Broadcast, corporate, institutional		Production gallery, editing, office viewing, studio, etc.	
List Price	Availability	Contract category	Predecessor
€2,840 Euros	September 2010	VAV	LMD-2050W
Feature		Advantage	Benefit
<ul style="list-style-type: none"> ChromaTRU technology + 10 bits processing 		Precise colour and gamma accuracy	Consistent image from monitor to monitor
<ul style="list-style-type: none"> 3G ready 		Accept 1080p format on single link	Reduce system cost and cabling for 1080p
<ul style="list-style-type: none"> Smart lighting function key 		Fit nicely in a production gallery	Fashionable design for desktop and monitor wall
<ul style="list-style-type: none"> Slot structure 		Customised solution, Quad Split board from Harris	Future proof and cost effective option on demand
<ul style="list-style-type: none"> Ethernet remote 		Monitor Control at distance	Enhanced User flexibility
Competition		Street Price (public list price)	Top 3 values of Sony
<ul style="list-style-type: none"> JVC 20-inch Penta 20-inch HD2 line Marshall 20-inch 		DT-V20L3D €2,900 PD20WA N/A V-R201P-AFHD \$2,400	<ul style="list-style-type: none"> Low ambient light reflection 3G ready and native mode SD I/P mode selection with audio lip sync Quad Split capability Ethernet remote and Smart function keys

POP (Product Overview Publication)

The LMD-1530W is the first 15-inch wide screen professional monitor equipped with a HDMI input. This monitor is using the latest generation of LCD panel providing high quality HD and SD images. The LMD-1530W is equipped with the basics features of a professional monitors specifically targeted to reproduce moving images. Together with the LMD-2030W, these entry level family products are ideal use for CRT replacement in local TV stations and for displaying HDV contents through HDMI.



Market		Application	
Broadcast, Videographer, Corporate, Institutional, Security, Free-lancers		Production, Post production, Field, Office viewing, etc.	
List Price	Availability	Contract category	Predecessor
€1,220 Euros EU	Since June 2009	VAV	LMD-1420, LMD-1410
Feature	Advantage	Benefit	
15" WS IPS LCD Panel	Same picture height as CRT 14-inch	Excellent viewing angle.	
Basics Professional features	Fits user requirements for Professional	Great user flexibility	
Optimised for moving pictures	Less artefacts on picture	A reference monitor for Entry level applications	
WXGA picture resolution	Higher resolution over LMD 14-inch	Good SD picture reproduction	
HDMI input	HD and computer format	Future proof	
Competition	Street Price (public list price)	Top 3 values of Sony	
• JVC - No competitor model		<ul style="list-style-type: none"> • Unique sales opportunities • CRT replacement market • Pro Monitor below €1k 	
• Panasonic -No competitor model		<ul style="list-style-type: none"> • Unique sales opportunities • CRT replacement market • Pro Monitor below €1k 	
• TV Logic - No competitor model		<ul style="list-style-type: none"> • Unique sales opportunities • CRT replacement market • Pro Monitor below €1k 	

POP (Product Overview Publication)

The LMD-940W is a new 9-inch wide screen monitor. It is the first Sony monitor equipped with a 3G interface to display 1080p signal format. A HDMI input is available to display HDV contents. As for the High-grade LMD 50W series, it is fitted with ChromaTRU technology that provides accurate colour reproduction, CRT like gamma and stable colour temperature and white balance. For large installation, the LMD-940W is equipped with an Ethernet connector for easy remote control. For outdoor/indoor operation a waveform and audio level meter is integrated. This monitor can be mounted in a 19-inch rack with an optional accessory.



Market		Application	
Production, Broadcast, Mobile Studio, Field operation		Camera assist monitor, Field monitor, Rack mounting applications, Source monitoring, etc.	
List Price	Availability	Contract category	Predecessor
€2,588 Euros EU €2,270 Euros NEU	Since May 2009	VAV	LMD-9050
Feature	Advantage	Benefit	
3G ready	Single HD-SDI link for 1080p	Simple connectivity - Single link	
ChromaTRU technology	Colour accuracy, CRT like gamma, stable colour temperature	Precise and repeatable picture quality	
New WFM/ALM	Separate WFM and ALM available (8ch)	Less equipment required for outdoor operation	
Native scan for SD/HD	No artefact. Pixel to pixel reproduction.	Better picture quality	
Camera focus function	Aperture level control for easy focus	User feature to ease camera focus adjustment	
HDMI input	Video/Audio and computer format on a single connector	Future proof HD. Compatible with HDV format	
Ethernet remote	Monitor control at distance	Enhanced user flexibility	
Competition	Street Price (public list price)	Top 5 values of Sony	
• JVC DTV-9L3D 9-inch	€2,150	<ul style="list-style-type: none"> • 3G ready & HDMI • ChromaTRU technology • Ethernet remote • I/P mode selection & Native scan SD/HD • Video Waveform 	
• Panasonic BT-LH80W 7.9-inch	€2,580 Euros EU	<ul style="list-style-type: none"> • Bigger size 9-inch, 3G ready & HDMI • ChromaTRU technology • Ethernet remote • I/P mode selection & Native scan SD 	
• TV Logic LVM-091W	N/A	<ul style="list-style-type: none"> • 3G ready & HDMI • ChromaTRU technology • Ethernet remote, Audio Level Meter 	

POP (Product Overview Publication)

The PVM-740 is the first OLED Sony professional monitor released in the market. It uses Sony's unique Super Top Emission (STE) 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		Application	
Broadcast, corporate, industrial and government, security, etc.		Acquisition, Field, Camera assist monitor, Production OB vehicles, studio, critical viewing, R&D, etc.	
List Price	Availability	Contract category	Predecessor
€3,050 Euros EU €2,675 Euros NEU	April 2010	VAV	N/A
Feature	Advantage	Benefit	
<ul style="list-style-type: none"> Sony 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	
<ul style="list-style-type: none"> High resolution panel 	Quarter HD (960x540)	Higher resolution than other small size panels (QVGA, 800x480)	
<ul style="list-style-type: none"> ChromaTRU and 10-bit driver 	Excellent colour depth and precise gamma response	High level of accuracy	
<ul style="list-style-type: none"> Superior performance 	Better than CRTs !	Best product in its size range	
<ul style="list-style-type: none"> Same chassis and functionalities as LMD-940W 	For indoor and outdoor operation	Cover various applications	
Competition	Street Price (public list price)	Top 3 values of Sony	
<ul style="list-style-type: none"> Tamuz OCM-107W 	~ 2,800 Euros	<ul style="list-style-type: none"> Best picture performance Low power consumption Prime support included 	
<ul style="list-style-type: none"> Marshall V-OL761 	~ 2,400 USD	<ul style="list-style-type: none"> Best picture performance Low power consumption Prime support included 	

POP (Product Overview Publication)

The BKM-250TG is a new 3G SDI input adaptor. This accessory is compatible with the BVM-L/PVM-L and the new LMD-xx51W Series. New features are also available such as the visualisation of VITC and TC information and a new audio level meter lay-out allowing 8ch embedded audio to be displayed.



Market		Application	
Broadcast		Option board for BVM-L, PVM-L and LMD-xx51W Series	
List Price	Availability	Contract category	Predecessor
EU €2,142 NEU €2,080	Since June 2009	VAV	N/A
Feature	Advantage	Benefit	
3G, HD, SD-SDI is available	Accept up to 1080p format and various 4:4:4 modes	Future proof	
2x SDI input and output	Active loop mode	2 outputs available instead of 1 monitor output on BKM-243HS	
Enhanced Audio Level Meter	8ch embedded Audio (4+4)	Enhanced user operation	
VITC/LTC display (BVM-L, PVM-L)	Various positions on screen (6x)	Time code display	
Dual Link model is available with combination of BKM-250TG/243HS	Accept Dual Link inputs from non 3G equipment	Compatible with non 3G equipment	
Competition	Street Price (public list price)	Top 3 values of Sony	
N/A			

Professional Audio

Key Messages

- High Quality Audio
- New Digital rack system
- Expanding the market for Digital Wireless Audio

Comments

- Aimed at the live sound market in theatre, concert and broadcast studio applications
- Compliments current DWL Product Range
- Need to establish Sony's new heritage for audio performance and stable digital transmission

POP (Product Overview Publication)

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.

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.



Market		Application	
live stage and broadcast audio		Live event and concerts Live studio productions	
List Price	Availability	Contract category	Predecessor
DWM-01/F31 €2,560 T2 DWM-01/C31 €2,680 T2	April 2010	VAV	N/A
Feature			
Digital handheld microphones with newly developed uni-directional (super-cardioid) 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			

POP (Product Overview Publication)

The DWR-R01D is a 2-channel, 1U-size rack-mountable 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.



Market		Application	
live stage and broadcast audio		Live event and concerts Live studio productions	
List Price	Availability	Contract category	Predecessor
DWR-R01D € 2,560 T2	April 2010	VAV	N/A
Feature			
<ul style="list-style-type: none"> 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. 			
<ul style="list-style-type: none"> The DWR-R01D gives coverage of a wide RF bandwidth of 72MHz. 			
<ul style="list-style-type: none"> The DWR-R01D features pre-programmed wireless channel plans for simultaneous multi-channel operation 			
<ul style="list-style-type: none"> Each channel is equipped with a large OLED display for easy operation. 			
<ul style="list-style-type: none"> To assist in the wireless system set-up, the digital wireless receiver includes both clear channel and active channel scan functions. 			
<ul style="list-style-type: none"> As well as analogue audio output, the DWR-R01D comes equipped with 3 AES/EBU outputs. 			
<ul style="list-style-type: none"> The Word Sync input / output for external word sync signal is also available. 			
<ul style="list-style-type: none"> 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. 			

Sonys “Media Backbone” Vision and approach

Key Messages	<ul style="list-style-type: none">• Not a product or a solution• Sony’s approach and vision for a tapeless file based world• It covers many segments from Small NP and Archive solutions to the very largest Enterprise Integration platforms• A number of existing product/solutions are part of this message, ie Sonaps and HDXChange• New Solutions include Media Backbone - Conductor (previously MwM) and• Media Backbone - Ensemble (Previously CMS)• All offerings require 3rd Party products to complete the story, this is NOT a Sony ONLY approach• Partners remain key to our success
Comments	<ul style="list-style-type: none">• Conductor, Ensemble, XDCAM Archive are all being “Previewed” at the show• We are looking for Pilot projects for FY2010• Full rollout is in FY2011

NEW: Sonys Media Backbone “Conductor”

Key Messages	<ul style="list-style-type: none">• Enterprise Class Workflow Management and System Orchestration Platform• Based on SOA (Service Orientated Architecture) platform from Software AG of Germany• Primary aim is to create a way of linking separated (Silo'd) applications and systems together.• Provides greater visibility of process's and resources through the use of KPI dashboards• Sony's implementation is a very open approach, utilising 3rd Parties to complete the solution.• Sony's Value Add is clear<ul style="list-style-type: none">○ Platform is based on World Class SOA Player○ We understand our customers business and can be trusted to develop the right workflows○ We talk their language !○ We have the capability to deliver the enter Services package, consultancy, design, implementation and support ...• This approach will succeed because we have the right knowledge/capability and platform
Comments	<ul style="list-style-type: none">• Customised Workflows are developed for each and every customer and application type.• We are developing a “Menu” of services and adapters to enable legacy and new platforms to be integrated• SOA is well known to many of our customers, they may know more that you !• SOA is widely talked about in the industry• Suitable for the top 30-50 broadcasters in Europe• We are looking for 1-2 Pilots for FY 2010• Full Rollout will

NEW: Sonys Media Backbone “Ensemble”

Key Messages	<ul style="list-style-type: none">• Content Management System for Archive• Providing end to end solution including Ingest, cataloguing, browsing, Archive management and delivery• Integration into wide range of NLE's• Initially delivered as an end to end platform• In FY 2011 system can be broken down to Components and integrated into “Conductor” for smaller Enterprise engagements• Key USP's include<ul style="list-style-type: none">○ Automated metadata capture such as Voice to Text, Accurate key frame detection○ Advanced search facilities like Face Detection, Image similarity search○ Built in QC for Audio and Video
Comments	<ul style="list-style-type: none">• V1 is scheduled for July 2010• Prices from 150k- 1m Euro including library• We are looking for 2-4 Pilot projects for FY2010

NEW: XDCAM-Archive

Key Messages	<ul style="list-style-type: none">• Packaged Solution for Simple Archiving• Optimized for Shelf Archive using XDCAM disks• Includes Cataloguing and browsing tools• Wide range of None video formats supports
Comments	<ul style="list-style-type: none">• V1 is scheduled for July 2010• Prices from 50k Euro including base server and 500 hours of online cache storage• We are looking for 2-4 Pilot projects for FY2010

Key Messages	<ul style="list-style-type: none">• Cell Based ingest and transcoding platform• Massive processing capability with up to 128 cores in a single workstation• Can ingest from 4 SD or HD VTR's simultaneously• 2 HD SR VTR's at double speed or at single speed 4:4:4• Resolution independent - Proxy to 4k• Wide range of Codec support including AVC-I, MPEG2, AVID DNX, J2k etc• Wide choice of file formats and wrappers including, MXF, DPX• Intelligent workflows such as built in QC functions, Queue management, LUT support and "Burn-ins" for Post
Comments	<ul style="list-style-type: none">• V1 is scheduled for May/June 2010• Initial target market is Post Production because of types of workflow and codec support• Prices from 25k Euro for Transcoder and 30k for Ingest platform• Beta testing starts in Europe around June 2010

Key Messages

- V5 is on stand
- ENPS integration is previewed including plac Holder
- New Multi-channel Ingest server
- Adobe Premier and Edius integration added
- IBIS Automation links into Omneon for Playout
- IBM Archive Library with Petaserve

Comments

- Pricing from 40k Euro
- Over 80 Systems running in Europe
- V6 Planned for End of Calendar year

Key Points	• Sonaps is working and on air
	• Sonaps has market-leading workflow
	• Sonaps is open and has market-leading integration
	• Sonaps can scale from small to x-large
	• Sonaps is future proof
	• Enhanced HD 4:2:2 50M end-to-end total workflow
	• Enhanced file base operation <ul style="list-style-type: none">◦ Remote connection : File exchange between Sonaps systems
	• Integrated with all major newsroom systems
	• Integrated with major graphics systems

Pricing & Availability	Starts from €300,000 for Small system
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Calendar/Notes

11 th April 2010		Notes:
9:00		
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Calendar/Notes

12 th April 2010		Notes:
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Calendar/Notes

13 th April 2010		Notes:
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Calendar/Notes

14 th April 2010		Notes:
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Calendar/Notes

15 th April 2010		Notes:
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