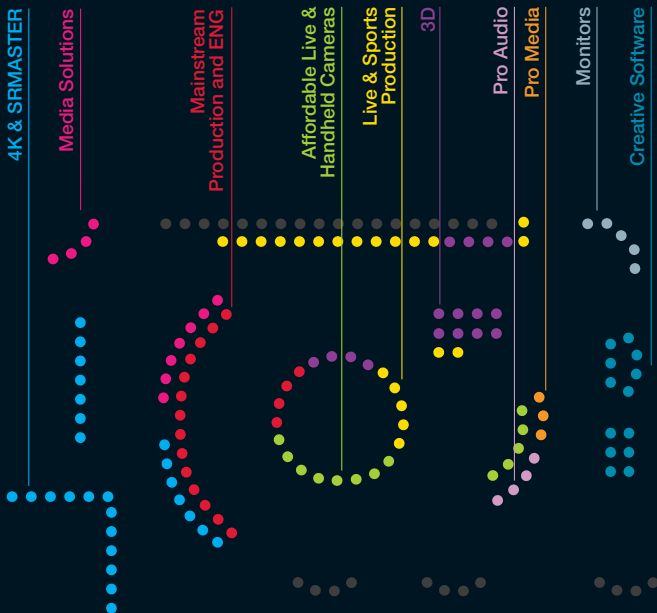


# NAB 2012

## New Product Guide

Booth C11001



**SONY**  
make.believe

# QR-Codes

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

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

It is that easy.

## How to read the QR-Codes in this guide

### 1 READY?

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

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

**or**

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

**or**

Check out which reader your phone needs on the web

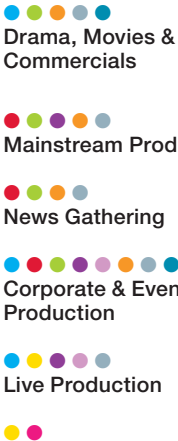
### 2 SET?

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

### 3 GO!

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

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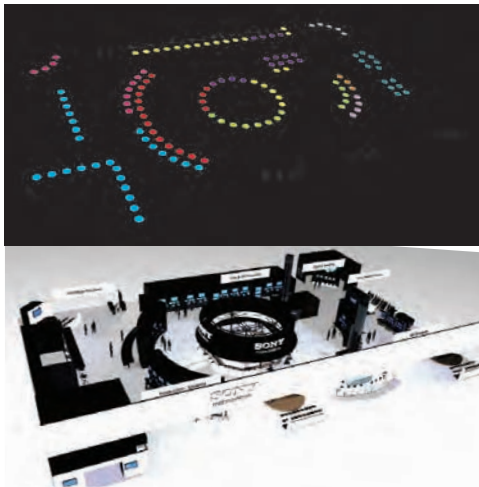
# Welcome to Sony at NAB 2012

Dear Colleagues,

This year's NAB is truly a landmark for all of us. Think back to NAB 2011, where despite the terrible natural disaster in Japan, we took the world by surprise and announced incredibly innovative products, like the F65 or our expanding OLED range, truly brought the "Believe Beyond HD" theme to life. This year we come back under that banner with many new products and full-blown solutions that demonstrate once again our technology leadership, such as IP Live production or strengthening our 4K workflow offering, but also reinforcing our existing line ups with key additions like the NEX-FS700 or the PMW-100.

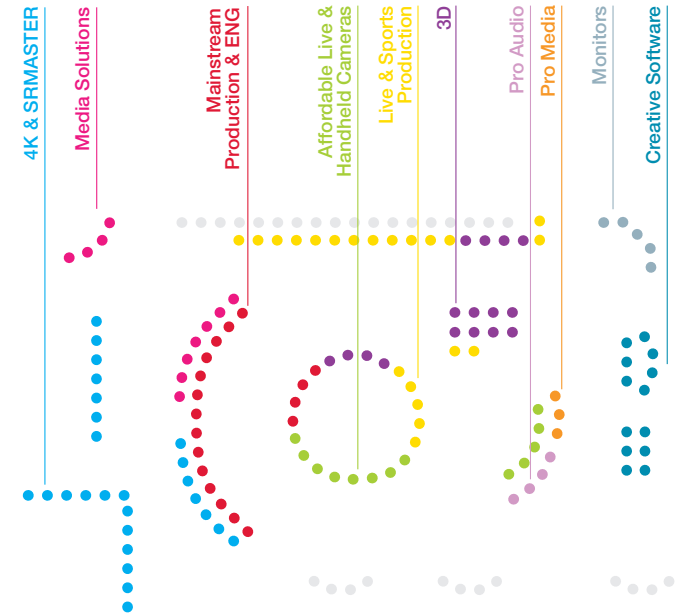
I would ask you all to stay focused on our customers, learn and listen to their needs and of course, enjoy the show!

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



Plan and bird's eye view of Sony's NAB 2012 Stand — responding to customer needs.

## The Sony Stand: Customer Application Segments





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## Drama, Movies & Commercials

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

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

The camera set features our brand new and highly creative NEX-FS700E, the entry level NEX-FS100E NXCAM camera and the XDCAM EX PMW-F3, the latter configured with a range of recently launched accessories and options designed to take the PMW-F3 to another level of production.

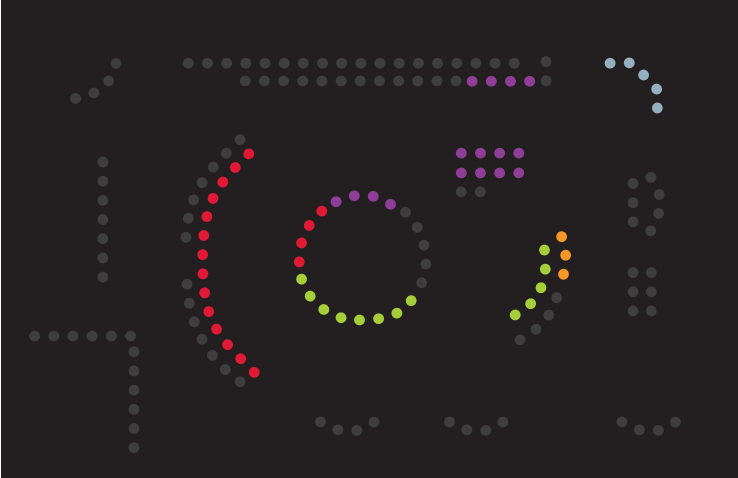
A major highlight on the camera set is the ground-breaking new F65 CineAlta digital motion picture camera. The F65 has redefined the performance level for digital acquisition offering exceptional picture performance for HD, 2K, True 4K acquisition and beyond.

From the camera set you can continue to two demonstrations highlighting workflows in both the HD and 4K domain. The F65 is now helping Hollywood & European directors realise their creative vision.

Each area highlights Sony's open approach to dailies and post production, with examples of file-based integration with systems from an extensive network of alliance partners. You can find out more about the SRMASTER family here, including the new SR-D1, as well as options for back up onto ultra-safe HDCAM SR tape.

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

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



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## Mainstream Production

This year XDCAM offers a complete workflow solution for Mainstream Production. XMPilot is a Sony metadata management solution that significantly improves efficiency and speed throughout your production, and is now available for download from our website. In synergy with the XDCAM and XDCAM EX camcorder ranges (PMW-500, PDW-700/F800, PMW-320/350/F3/TD300/EX1/EX1R/EX3), XMPilot represents the ultimate solution where speed and streamlined workflow are paramount.

Our XDCAM STATION is continuing to evolve and serves as a multitasking server in the XDCAM production tools portfolio, featuring quad-layer Professional Disc compatibility. The PDW-U2 is another attractive and compact Professional Disc solution, featuring faster speed transfers and is ideal for Post and Archive. The XDJ-1000 (XDCAM Juke) is the XDCAM near-line archive storage solution and supports up to 30 Pro Disc over the network.

Other products featured within the Mainstream Production are the XDCAM EX family, including the PMW-350K camcorder with an integrated studio adaptor. We are also showing the brand new XDCAM handheld camcorder, the PMW-100, as a perfect companion to our PMW-500.



## Featured Products

- XDCAM Browser
- XDCAM XMPilot
- XDS-PD2000
- ● PMW-100
- PMW-500
- CBK-VF01
- PDW-U2
- PFD-128QLW
- ● PMW-320K
- PVM-2541
- Sonaps
- XDCAM Archive

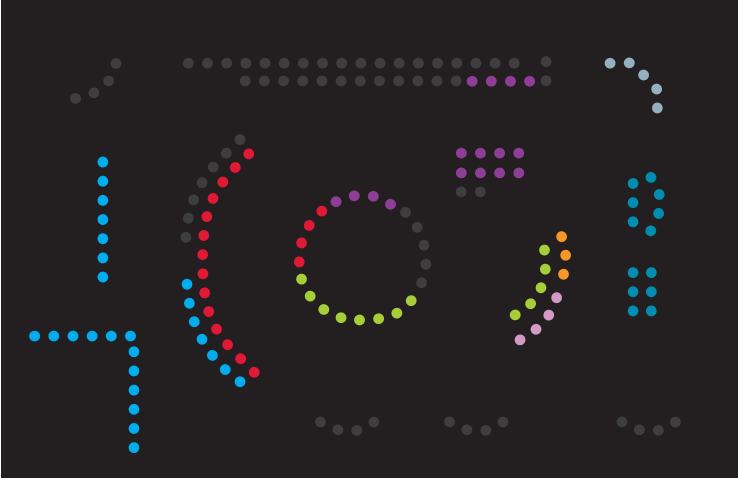
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## News Gathering

Having sold over 1,000x PMW-500 camcorders across Europe since its launch in October 2010, the PMW-500 has now become the reference Broadcast camcorder for news gathering. Early adopters from the biggest European broadcasters include: BBC (UK), CNN (UK bureau), NDR (Germany), TVE (Spain), RTL-TVI (Belgium), TRT (Turkey), Czech TV (Czech Republic), TVP (Poland), RTP (Portugal), NRK (Norway) amongst many others. The camcorder's main success comes from the perfect synergy of lightness, balance and performance, backed up with the ultra efficient and fast 50 Mbps SxS card workflow. We are also showing the brand new XDCAM handheld camcorder, the PMW-100, as a PMW-500 companion for handheld news operations, accentuating the benefits and advantages of the existing 50 Mbps workflows and complimenting the mature XDCAM HD422 range.

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



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## Corporate & Events

Today's business environment is changing rapidly with clients adapting to new and emerging technology shifts. With this in mind, at NAB 2012, Sony will showcase new products and solutions for your Corporate and Event business, whether this is the expanding Super 35mm range, new XDCAM and NXCAM compact camcorders or cost-effective end-to-end solutions for your live production.

At NAB 2012 the focus will be on the new NEX-FS700, which expands further Sony's Super 35mm range, building on the success of the popular NEX-FS100, with additional creative features such as slow-motion image capture in full HD up to 240 frames per second, picture profiles and built in ND filters.

In addition to this new Super 35mm camcorder, there will be two new compact camcorders on show for your business needs. The first is the PMW-100 a compact HD422 XDCAM camcorder offering higher bit rate recording in a small and ergonomically balanced form factor. This camcorder meets the needs of videographers who require the highest broadcast quality recording with all the benefits of the established XDCAM workflow.

For general video acquisition the second compact camcorder to be launched at NAB is the NXCAM HXR-NX30E which has an ultra-compact design, just right for videographers looking for a portable, feature packed professional camcorder. This offers all the benefits of NXCAM recording plus a unique 'balanced optical SteadyShot' which really has to be seen to be believed!

Also as an accompaniment to these new acquisition tools, Sony has confirmed new lower frequency packages on its popular UWP series wireless microphone kits. These will now be on offer in not just channels 38-40, but 33-35, 42-44 and 57-59, compliant with the new lower frequency moves within the European market.

For live production applications, move to the affordable live production area where you will see the new BRC-H900 robotic PTZ camera, offering outstanding picture performance with its 3x1/2inch Exmor CMOS sensors along with an SDI output and fully compatible with the existing wide range of accessories from the BRC-Z300. This will be demonstrated along with the entry level MCS-8M video/audio switcher and HXC-D70 System Camera – both with many features you would expect on high-end products available for corporate and event applications.





Featured Products

Page

Table with 3 columns: Product Name, Page, and Product Name. Includes items like SR-R1000, SRMemory Card Line-up, PMW-TD300, BVM-E250/E170, PVM-2541/1741, PVM-740, LMD-4251TD/2451TD, DWR-R02D, DWA-F01D, HDC-2500, HDC-2000W/B, HDC-2400, HDC-2550, HSC-300/HXC-100, HDC-P1, HDFA-200, HZC-CSM10, NXL-IP55, CNA-1, MVS-6000, MVS-7000X/8000X, 3D Image Processor, Picture Stitching, 3D Graphics & Effects, 2D to 3D Up Converter, and 3D Quality Control.

Live Production

Start your journey at the Camera Set to see the new models in the HDC-2000 Series: the HDC-2550 with Triax Transmission, compatible with all existing HDC-1550 and -1450 Cameras, and the HDC-2000 Studio Camera. The power of the HDC-2000 Series is obvious with the new exchangeable side-covers giving your customer the choice of using Triax or Fibre Transmission depending of the local environment. Here we show the new Wireless Sidecover Samples in collaboration with 3rd Party Wireless Manufacturers.

The Camera Set is the first instance to see the new revolutionary Sony IP Live Production System, NXL-IP55. This system allows you to transmit Video, Audio and Control in Broadcast Quality. It is genlocked and has ultra low latency of only 1 field via a standard Ethernet-Cable. Using the Gigabit Ethernet Trunk-Line in HDC-2500 we can transmit three additional Video Signals including Audio, Genlock, Control and Return-Video via one Fibre-Cable. This greatly helps to save cost in set-up and production.

Further application of the new IP Live Production System NXL-IP55 is shown in the Corporate / Entry-Level Live Production area with three BRC Cameras connected to the affordable MCS-8M Video Switcher. Here you can also see the new BRC-H900 robotic Camera featuring 3x 1/2" EXMOR CMOS Sensors for great picture quality in low-light environments like concerts. Also, don't miss a view of the HXC-D70 System Camera.

Moving on to MVS, we show the full range of Sony MVS-Switchers from MVS-8000X down to MVS-6000 including the MPE-200 FX box + Stadium application as well as ELC Automation.

Last but not least Sony is still strong in 3D showing several 3D Rigs using HDC-P1 and HDFA-200, PMW-TD300 and all the software applications for the MPE-200, including the Rig alignment, 2D3D Conversion and 3D Quality Control.

Live Production is about delivering the best quality in the harsh environments of Sports, Concerts and News. Regardless of if you are looking for products for a large OB-Van or a small corporate Studio, Sony has the products that will fulfil your requirements.



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

### Media Backbone Conductor

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

### Media Backbone Sonaps

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

### DAV Football, Hawk-Eye & pulse live – Data Augmented Video

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

### Picture Stitching

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

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

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

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

# F65RS/VF

CineAlta Digital Motion Picture Camera with Viewfinder



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

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

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

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

(Please note that the F65RS is now supplied with a HDVF-C30WR. The model name is F65RS/VF. In the picture is shown with an SR-R4 and an HDVF-C30WR Colour Viewfinder fitted.)



Market	Applications
Rental Companies and Cinematographers	Drama, movies, commercials

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

### Service and Support

Prime Support package	Pack 2 Plus
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# SR-R4

## SRMASTER Dockable Recorder for F65



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

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

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

Please note that control panel is a separate product. The model name is SRK-CP1.



SRMASTER



Market	Applications
Rental Companies and Cinematographers	Drama, movies, commercials

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

Service and Support	
Prime Support package	Pack 2 Plus

# SR-R1

SRMASTER Portable Recorder



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



SRMASTER

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

The SR-R1 can record an RGB S-Log output from cameras such as the PMW-F3, making it the ideal companion to a PMW-F3 for 2D or 3D projects.

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

Top Features	Advantages	Benefits
SRMemory	Massive capacity up to 1TB with over 1H of recording onto a 256GB card in 4:2:2 at 1080/25P. High sustained data transfer rate and ultimate data security	Entirely new ways of working with ability to generate new revenue and save money
HDCAM SR rec/play (SR-Lite, SR-SQ as standard – SR-HQ and uncompressed with SRK-R311 option)	Recording can be optimised for required record duration and picture quality	Rental company can offer at a premium daily rate. OB company can use for high profile events for high profile HD channels
4:2:2 2D and 3D recording as standard	Flexible operation with a range of cameras	Lots of opportunity for rental revenue
3D RGB with option	Exceptional recording quality	Rental company can offer two PMW-F3s on a 3D shoot.
Frame accurate recording between SxS (in PMW-F3) and SRMemory (in Portable Recorder)	Synchronisation between on-line and off-line	Easy post production when using PMW-F3 in highest quality mode

Service and Support	
Prime Support package	Pack 2

# SR-PC4

SRMASTER Data Transfer Unit



The SR-PC4 has been designed for on set applications such as viewing, ingesting material from SRMemory media and generating dailies. A variety of common data interfaces including GbE, 10GbE and eSATA are provided. It can also be used to ingest content from SRMemory Cars for post production.



Market	Applications
Rental Companies	Drama, movies and commercials

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

\*Using 3rd party PCIe board

Service and Support	
Prime Support package	Pack 2

# SRPC-5

SRMASTER Data Transfer Unit



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



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

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

Service and Support	
Prime Support package	Pack 2

# SR-R1000

## SRMASTER Memory Storage Unit



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



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

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

Service and Support	
Prime Support package	Pack 2



# SRMemory Card Line-up



## New SRMemory Line-up

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



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

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

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

### Note 1:

- SR-256S15 Capacity = 256GB, Write = 1.5Gbps, Read = 5.5Gbps
- SR-512S25 Capacity = 512GB, Write = 2.5Gbps, Read = 5.5Gbps
- SR-1TS25 Capacity = 1TB, Write = 2.5Gbps, Read = 5.5Gbps
- SR-256S55 Capacity = 256GB, Write = 5.5Gbps, Read = 5.5Gbps
- SR-512S55 Capacity = 512GB, Write = 5.5Gbps, Read = 5.5Gbps
- SR-1TS55 Capacity = 1TB, Write = 5.5Gbps, Read = 5.5Gbps



# SR-D1

SR-D1 Desktop Drive Unit



The SR-D1 is a compact and low cost SRMemory drive that opens up the power of the F65 and SRMASTER workflow to a wider audience. PCs with SR-D1 driver software installed can be connected to the SR-D1 via USB3.0 or eSATA. A dedicated F65RAW / SR viewer can be used to review and transfer pictures from SRMemory media.



Market	Applications
Rental Company Post Production House	Drama, movies and commercials.

Top Features	Advantages	Benefits
Compact, lower cost drive for SRMemory Cards.	Makes SRMASTER workflow even more accessible.	More choice of post houses for the production team to complete the project. Viable option for purchase by freelancers.
USB 3.0 and eSATA.	Standard connectivity.	Ease of installation.
Direct access to files on SRMemory Media.	Files can be selected and viewed before transfer.	Ease of use.
Compatible with SStP (HDCAM SR) and F65RAW content.	Single model for SR-R1, F65 projects.	Additional opportunity for rental house to promote PMW-F3/ SR-R1 or F65 for the production.

Service and Support	
Prime Support package	Pack 2

Availability: July 2012

# XDCAM HD422

## Introduction

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

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

With the brand new handheld camcorder, the PMW-100, Sony brings 4:2:2 50Mbps into the smallest XDCAM camcorder ever. Perfect for videographers and videojournalists. Along with the proven PMW-500, it offers the best solution in quality, mobility and flexibility.

### High-quality 24-bit Audio Recording

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

### HD/SD and Interlace/Progressive

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

### Picture Cache Recording and Disc Exchange Cache

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

# XDCAM Browser

## Planning Metadata Workflow Software



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

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

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



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



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

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

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

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

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

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

Availability: Now

# Optical Disc Archive System



The Optical Disc Archive System is a newly-developed optical drive and data cartridge. The robustness and reliability of optical discs makes it the ideal archiving solution for preserving assets for the very long term.



The drive unit can be easily integrated with a PC, Mac or server with the driver utility software provided via a standard USB3.0 interface. The cartridge is file format independent, writing files as data, whilst presenting the 1.5TB cartridge as a single large volume storage medium.

## Top Feature

A cartridge comprises 12 Professional Optical Discs, presented as a single large volume

Top features	Advantages	Benefits
No backward compatibility issues and no second generation media migration is necessary	Maintains backwards read compatibility with future optical disc drives	Very long shelf life
Reliable and robust storage	Offers a guaranteed 50+ years archive life	Very long shelf life
Handles up to 12 Professional Discs	Total 1.5 TB capacity	Files can be accessed directly and randomly for flexibility and quicker access
File format independent	Any kind of data format can be archived	Increased flexibility

Availability: October 2012

Market	Applications
Broadcast, Post and Pre Production, National Archives, Medical, Aerospace, anywhere that requires access to content for very long archive periods	Second archive, continuity/ disaster recovery, vaulting/shelf assets for the very long term, on-line proxy copies, news and sports clips, faster access than tape

# XDJ-1000

## XDCAM Juke

XDCAM Professional Disc Library



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



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

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

Availability: Now

# XDS-PD2000/PD1000/1000

Professional Media Station



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

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

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

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

Availability: Now

## XDS-PD2000

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



## XDS-PD1000

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



## XDS-1000

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



## Comparison table

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

# PMW-100

Compact solid-state camcorder



The PMW-100 XDCAM HD422 handheld camcorder offers great advantages to video professionals. Employing an Exmor CMOS sensor and MPEG HD422 codec, the PMW-100 enables astonishingly high quality HD image capture as well as SD recordings if required. The camcorder provides users with a powerful shooting combination when working with the popular PMW-500 XDCAM HD422 shoulder camcorder, with all the benefits of the established XDCAM production workflow. Featuring great mobility, a compact and ergonomic design, a variety of video interfaces and a range of unique functions, the PMW-100 offers a wide range of shooting opportunities, such as newsgathering, documentaries and events.



Market	Applications
Videography, ENG, Mainstream Production, Corporate, Education	Newsgathering, documentaries, events, etc

Top Features	Advantages	Benefits
Switchable recording. HD422 50Mbps. HD420 35,25Mbps. DVCAM 25Mbps	Workflow convenience. Same recording formats as PMW-500	Economy of time for editing (no conversion, same support) ENG benefit: Exchange the content with other journalists
Small size, light weight, small power consumption	Easy to carry & shoot in difficult situations long time	Extreme mobility during the shooting, Capture all important events without being tired and with one operational battery
1/2.9-inch Exmor CMOS Sensor	High Sensitivity of New Exmor Sensor	Expands the shooting opportunities in different conditions. Better sensitivity with more information in colors, details in low light and highlight environments
Timecode, Genlock & SDI	Multi-camera event shooting	A quality but compact multi camera system. Cost benefit - good ratio price/quality for multi-camera systems

Availability: May 2012

# PMW-500

Solid State Memory HD422 Camcorder



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



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

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

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

Market	Applications
The PMW-500 is the ideal choice for broadcasters and freelancers looking for a versatile compact, light and perfectly balanced memory based camcorder	Ideal for many applications including ENG & sport where speed of operation is a critical requirement as well as TV drama, documentaries, general entertainment

Top Features	Advantages	Benefits
The lightest shoulder camcorder in the market	Now brings HD422 quality to solid state recording	Works with both EX format and Professional Disc workflows
Low power consumption (only approx. 27W of main body)– with v1.1 software upgrade) and light weight (only approx. 3.4kg (main body)	Lighter, smaller batteries	Fewer battery changes during shooting and less freight costs when transporting equipment
Full HD 2/3" Power HAD FX CCD imagers with superior picture quality such as F12 (50Hz) sensitivity and 59dB S/N ratio	Excellent picture quality	Great opportunity for quick ROI (Return On Investment) for rental companies
Well matured MPEG HD codec technology in both MXF and MP4 files	Offer a wide choice of formats and bit rates	A truly "international" camcorder
SxS Memory cards provide a superior level of reliability and high speed	Trusted, proven solid state technology	Peace of mind for the user

Availability: Now



# CBK-VF01

Colour LCD Modular Viewfinder



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



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

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

Availability: Now

# PDW-U2

XDCAM external drive



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



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

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

## Comparison Table

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

# SBP-64A

SxS-PRO Memory Card



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

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

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



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

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

# PFD-128QLW

Quad-Layer Professional Disc



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



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

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

# XDCAM EX

Introduction

## Key Messages

- With the launch of the PMW-F3 in 2011, the expansion of the XDCAM EX range continued by offering a new audience the benefits of high quality, fast XDCAM EX workflows with additional features of a cinematic Super 35mm Exmor Sensor, PL mount and highest picture quality with 4:4:4 RGB output for a wider variety of cinema applications. By using S-Log gamma curve the PMW-F3 delivers 800% dynamic range, which offers the biggest flexibility to the user.
- This year’s show will feature the different lens options the outstanding performance of S-Log gamma curve in combination with RGB recording on the SR-R1 and also the performance in the 3D environment.
- The PMW-EX1R/EX3 and PMW-320/350 continue to build on their excellent reputation in broadcast as workhorse camcorders for ENG and general purpose television production.
- Sony will also show the new PMW-TD300 3D XDCAM EX Camcorder, which offers superb picture quality with 1/2” CMOS Sensors and proper 3D shooting due to the new zoom/ focus/ convergence control mechanism and the glassless 3D LCD.
- Updated XDCAM Browser Software V2.0 is now available.

## Comments

- XDCAM EX has now become the dominant solid-state format of choice for a wide range of customers from videographers to broadcasters all sold on the outstanding picture performance and efficient workflow.
- NAB 2012 demonstrates continuing commitment to meeting customers needs by providing XDCAM EX products for a new cinema-related customer audience.
- Sony can offer the widest possible range of acquisition tools from an entry level studio solution for corporate, education and entry level broadcast applications all the way through to high-end motion picture and digital cinema applications all based on the popular XDCAM EX platform.

# PMW-320K

Shoulder Mounted XDCAM EX Camcorder



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

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



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

Top Features	Advantages	Benefits
1/2-inch Exmor CMOS sensor	Full 1920 x 1080 HD Sensor. Outstanding low-light performance (1lux) and sensitivity (F11). S/N ratio of 54dB	Price/performance ratio is fantastic, perfect for cost conscious customers who want full-shoulder mount camcorder
16 x Interchangeable Fujinon Zoom Lens supplied with K package	HD Lens. Auto Focus and ALAC are supported. Standard 1/2inch Lenses available in the market can be attached	High quality picture reproduction. Can utilise other 1/2inch or 2/3rd inch lens or stills lenses / digital cinema lenses
Creative shooting modes	CineAlta Modes – 24p. Multiple Frame Rate selectable from 1-60p. Picture Profiles	Excellent for budget moviemakers as a B-camera for larger productions (eg. 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	Reusable 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

Availability: Now

# PMW-F3L/K

Super 35mm Full HD Compact Camcorder



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



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

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

Top Features	Advantages	Benefits
RGB 4:4:4 & S-Log Recording with CBK-RGB01	Highest Picture Quality with a Gamma curve which will give you 800% dynamic range	Perfect for colour grading, VFX and high quality productions. No limitation in the signal which will gives you the biggest flexibility to create your picture. Perfect in combination with high end cameras like F65
PL Mount Adaptor	Provides immediate compatibility with the huge range of filmic 35mm lenses	Whatever your creative requirements, you can be confident there's a 35mm lens for you
Sony F3 Mount for Zoom Lens	Sony plan to introduce a range of zoom lenses directly compatible with the F3 mount	Zoom lens compatibility expands the operational flexibility of the F3 so it can be used for almost any application
Exceptional Workflow flexibility	Enables hybrid recording possibilities with content simultaneously recorded on internal memory and, in uncompressed form, on a variety of external recording devices	Allows users to select the workflow that suits their production and budget
Exmor™ Super35 CMOS image sensor	Specifically developed for digital cinematography	Exactly the same optical performance with the unrivalled range of 35mm Cine lenses whilst Exmor™ technology offers exceptional noise reduction and greatly reduces power consumption

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

# CBK-3DL01

3D upgrade for PMW-F3



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



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

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

Availability: Now

# CBK-RGB01

S-Log Gamma upgrade for PMW-F3



## New Lower Price!

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



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

Top Features	Advantages	Benefits
RGB 4:4:4 signal output	RGB 4:4:4 1080 23.98/ 25/ 29.97PsF signal is available over an HD-SDI dual-link OR 3G HD-SDI output	Use of an external recorder such as SR-R1 SRMemory Recorder. High quality output for VFX works such as Chroma-key, Compositing and CGI
S-LOG Gamma	S-LOG mode is available with wide dynamic range (800%) in RGB4:4:4 10bit signal. Built-in LUT for on-set video monitoring	Retain maximum dynamic range from shadow details to highlight Exactly the same S-LOG workflow as for high-end products such as F35
LUT (Look Up Table)	LUT can be applied to HD-SDI output and SxS recording off-line. User-defined LUT (created by CVP file editor) can be stored by using SxS card	LUT can be used for off-line edit with SxS recorded content. Transfer user-defined LUT from one camera to another for ease of set up

Availability: Now

# SCL-P11X15

PL Mount Zoom Lens for PMW-F3



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



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

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

## Service and Support

Prime Support package	Basic package, 2 years warranty, helpdesk front line
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Availability: Now

# SCL-Z18X140

Zoom Lens for PMW-F3



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



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

Top Features	Advantages	Benefits
14x High-Power Zoom 18mm-252mm T3.8 (Wide)	FZ mount coupled with zoom capabilities. (FZ mount is the name of the 'F3 mount')	Flexible shooting in many different situations such as high-end documentary. Cheaper than multiple lenses. Fast operation to change field of view. Less to transport than multiple lenses
Original F3 FZ-Mount with lens data	Lens metadata can be viewed on a monitor or stored on the SxS data	Iris and focus data can be utilised in motion control rigs and VFX processing. This is also useful for continuity in re-shoots
Auto Focus, Iris and Zoom rocker usability	Increase of flexibility for different applications/ productions	If the PMW-F3 is used for run & shoot or ENG productions, these features get great results even without DMC accessories like follow focus, etc.

## Service and Support

Prime Support package	Basic package, 2 years warranty, helpdesk front line
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Availability: Now



# CBK-MH01

Monitor Hood for PMW-F3



Monitor Hood for PMW-F3



Market	Applications
Digital Cinematography, Rental	Independent Movies, Pop promos, Commercials, TV Drama, Features

Top Features	Advantages	Benefits
1.4 Magnification	Much easier to focus	Easier to work with shallow depth of field
Flip mechanism	Customer can easily swith between lupe and the display	Highest flexibility for different light situations
No external power or HDMI necessary	All outputs of the PMW-F3	No need for extra batteries which will reduce the weight of the PMW-F3.

Availability: Now

# PMW-TD300

Shoulder Mounted 3D Camcorder



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



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

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

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

Availability: Now



# NXCAM/AVCHD

## Introduction

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

- NEX-FS700E/K, Super35mm Full-HD Super Slow Motion Camcorder with 4K “Ready” capability for future 4K production
- NEX-FS100E/K, the most affordable Super 35mm Camcorder on the market today
- HXR-NX5E, multi-purpose handheld camcorder
- HXR-NX70E, rain & dust proof compact camcorder
- HXR-NX30E ultra compact camcorder with balanced optical SteadyShot™
- HXR-NX3D1E, 2D/3D compact professional camcorder

The MC series can let users work professionally in a budget:

- HXR-MC2000E, affordable professional appearance shoulder mount camcorder
- HXR-MC50E, ultra-compact “Easy-to-Use” camcorder
- HXR-MC1P, POV camera with a separate LCD unit

## Key Messages

The NEX-FS700E/K and FS100E/K can accept virtually any type of lens, thanks to hundreds of third party adaptors in the market. In particular, Canon EF lens adaptors from Metabones, Birger Engineering and MTF Services, etc. can control the iris of the popular EF lens to adjust aperture and depth-of-field.

The new NEX-FS700E offers Full HD Super Slow-motion, that videographers has been requesting for music pop, commercial filming, etc. Furthermore, it will be capable of 4K shooting in the future.\*

The new HXR-NX30E has the cutting edge Balanced Optical SteadyShot™ in its ultra-compact body. Even inexperienced operators can take very stable shots without using a bulky external stabiliser.

## Comments

Sony also takes care of existing customers of NEX-FS100E and HXR-NX70E. The new firmware of these products are to be downloadable through the Sony web site. The NEX-FS100E will have 24p/30p/60i/60p and more functions. The HXR-NX70E will have simultaneous recording on Memory Card and internal memory.

\*The NEX-FS700E has a 4K sensor and will have 4K RAW output via 3G SDI in the future. Details are yet to be determined.

# NEX-FS700E/K

4K-ready Super 35mm NXCAM camcorder



The NEX-FS700E is a 4K-ready NXCAM camcorder with a superior Super 35mm CMOS sensor, super slow motion capability and an interchangeable E-mount lens system, offering unrivalled flexibility and creative expression. Based on customer feedback, the NEX-FS700E includes a number of features providing familiar professional operation and workflows, including 50/60Hz switchability, built-in ND filters, 3G-SDI interface and an enhanced exterior design.



Market	Applications
DMC, Corporate, Videography	Budget Movie Making, Commercial film, Music Video, Motion analysis by slow motion, Any application where shallow DoF, interchangeable lens capability, Full HD Super Slow-motion is needed. Future 4K production

Top features	Advantages	Benefits
4K-ready Super 35mm sensor	4K capable, low noise, high sensitivity	Provides an assured upgrade path to 4K acquisition and delivery with full HD 1080p for today
Super slow motion (120/240/480/960 fps)	Up to 10x slow @ Full HD, 24p	Gives you creative options that were once only available with specialist high-end equipment
E-mount interchangeable lenses. Additional A-mount lenses available	Wide range of adapters and lenses, short flange back dist.	Allows the use of an unrivalled array of lenses - giving you almost unlimited creative options
Built-in ultra-thin ND filters	Exceptional shallow depth of field on highlights	Means less accessories
3G-SDI interface and HDMI	Easy integration with top end recording formats. Future-proof output	Full range of interfaces for every type of workflow environment
Switchable 50 Hz and 60 Hz shooting	Allows 24p shooting in PAL areas	No PAL/NTSC limitations

Availability: End June 2012

# NEX-FS100EK

Super 35mm Exmor CMOS Sensor Camcorder



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



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

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

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

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

Availability: Now

# HXR-NX30E

Ultra-compact NXCAM camcorder



The HXR-NX30E is an ultra-compact, palm-sized, professional NXCAM camcorder compatible with the latest full HD formats including 1080/50p video. It features a 26.0mm ultra wide-angle lens with 10x optical zoom (35mm equivalent: 26-260mm) and a back-illuminated 1/2.88-inch type Exmor R CMOS sensor for outstanding versatility. Like other NXCAM camcorders, it comes with the features professional users demand, including flexible timecode/user bit settings and XLR audio inputs for high reliability and high sound quality. One of the HXR-NX30E's biggest advantages is the Balanced Optical SteadyShot™ image stabilization system. This allows the entire optical block, from the lens to the image sensor, to “float” and absorb movement from the body. The result is extremely effective image stabilization even when zooming in, something previously difficult to achieve, ensuring handheld shooting with a new level of image stability.



Market	Applications
Videographer, Corporate, Event, Education	A powerful tool for gathering footage alone and as a B-camera during multi-camera shoots

Top features	Advantages	Benefits
NXCAM professional features in a compact body	XLR, L-PCM audio, TC settings, etc	Secure Run & Gun shooting with great mobility
Balanced Optical SteadyShot™ image stabilization system	Eliminates the influence of vibrations from the body by enclosing the entire optical block	Record stable images with minimal blur, every time
Back-illuminated Exmor R CMOS sensor	Provides high sensitivity and low noise	Record images with even higher definition
Built-in light offers auxiliary light source	Use as a flash when shooting still images or as an auxiliary light source when recording video	Particularly effective when recording in low-light conditions
A built-in projector can project images up to 100 inches wide	All the production crew can check the rushes	Reduces the need for an external display

Availability: June 2012

# HXR-NX70E

Compact Dust & Rain Proof Camcorder



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



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

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

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

Availability: Now

# HXR-NX3D1E

Handheld 3D Camcorder



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

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

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



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

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

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

Availability: Now

# ACC-VA1BP

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



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

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



**Market**  
Any market and applications where the above camcorders are required.

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

# HVL-LBPB

On-Camera LED Video Light



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



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

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

# ECM-CG50BP

## 3.5mm Stereo Jack Shotgun Microphone



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



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

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

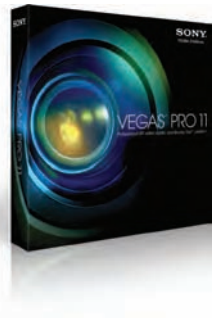


# Vegas Pro 11

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



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



## New for Vegas Pro 11

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

# Broadcast & Professional Monitors

## Introduction

### Key Messages

- Sony recognizes the need to diversify its offering to provide a powerful range of TRIMASTER™ OLED professional monitors suitable for the various demands of the content creation market:
- BVM-E series is providing ultimate picture performance for the most demanding critical applications such as colour grading, Telecine and Digital cinema.
- BVM-F series provides reference picture monitoring performance at an affordable price for the various broadcast applications.
- PVM OLED series satisfy a wider demand for high quality and cost effective picture monitoring applications.
- Sony OLED technology provides far superior picture performance over conventional LCD technology.
- The new TRIMASTER EL™ is using EL (electro-luminescence) OLED panels expanding the capabilities of Sony's TRIMASTER™ technology. It maximizes the full performance capabilities of professional flat-panel displays delivering higher levels of colour accuracy and colour reproduction, precision imaging and consistent picture quality.
- BVM-E/F and PVM-xx41 series are available in two sizes 25 and 17-inch.
- The benefits of Sony OLED technology are: unmatched black reproduction beyond CRT, colours reproduction even at low luminance levels, crisp motion images, extremely high contrast ratio reproducing peak whites, enhanced light transmission efficiency over conventional OLED, wider colour gamut and purity.
- On display at NAB is the SRM-L560 quad full HD monitor (3840x2160 pixels) which is optimised to display 4k images.
- Sony is also strengthening its LCD high grade line-up by introducing a new 20-inch, the LMD-2041W using a slim bezel chassis completing the existing 9-Inch and 23-Inch models in the range, the LMD-940W, LMD-1541W and LMD-2341W.
- Sony is demonstrating at NAB a new range of 3D features to be added in its 3D professional monitors.

### Comments

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

# SRM-L560

56-inch QFHD TRIMASTER™ Reference Monitor



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



Market	Applications
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.

Top Features	Advantages	Benefits
QFHD (3840x2160) pixels	4 times Full HD resolution	Ultimate picture resolution for top-end Contents Creation and industrial applications
TRIMASTER™ technology	Accurate colour, precision imaging and picture consistency	Aiming to be a reference monitor for the 4K Content Creation market
Same Display Engine as 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

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

Availability: Now

# BVM-E250/E170

25 & 17-inch TRIMASTER EL™ Reference OLED  
Monitors



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



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

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

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

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

Availability: Now

# BVM-F250/F170

25 & 17-inch TRIMASTER EL™ Broadcast OLED Monitors

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



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

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

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

Availability: Now

# PVM-2541/1741

25 & 17-inch TRIMASTER EL™ High Grade OLED Monitors



AT NAB 2012 are high quality Picture Monitors using Sony Professional OLED technology. This new technology provides superior picture performance far beyond conventional LCD technology. The new TRIMASTER EL™ is using EL (electro-luminescence) displays, expanding the capabilities of Sony's TRIMASTER™ technology. This maximises the full performance capabilities of professional flat-panel displays to deliver higher levels of colour accuracy and colour reproduction, precision imaging and consistent picture quality. PVM-xx41 Series will be available in two sizes 25 and 17-inch.



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

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

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

Availability: Now

# PVM-740

7.4-inch TRIMASTER EL™ OLED Monitor



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



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

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

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

Availability: Now

# PVM-L3200

32-inch TRIMASTER™ Broadcast LCD Monitor



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



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

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

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

Availability: Now



# LMD-4251TD/2451TD

3D 42 & 24-inch High Grade LCD Monitors



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



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

Top Features	Advantages	Benefits
Professional monitor design	Faithful picture reproduction	Trust what you see! Picture confidence and reliability
ChromaTRU and 10-bit driver	Excellent colour depth and precise gamma response	High level of picture accuracy and consistency
3D Passive glasses	Cheap, light , flicker free, brighter,	Convenient for multiple viewers
Same chassis as LMD-51W series	Robust, professional features and various I/O	Already mature product
2D compatibility	Smooth migration to 3D	Secured investment
3D features set (BKM-250TG)	Supported in 2D and 3D	Checking of 3D effect

## Service and Support

Prime Support package	2 years warranty, helpdesk front line, repair within 7 days or loan unit provided
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Availability: Now

# LMD-2341W/2041W/1541W/940W

23-inch, 20-inch, 15-inch and 9-inch  
High Grade LCD Professional Monitors



## LMD-2341W, LMD-2041W, LMD-1541W, LMD-941W

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



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

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

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

Availability: Now

# LMD-2110W

21.5-inch Entry LCD Monitor



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



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

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

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

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

Availability: Now

# LMD-1510W/1530W

15-inch Entry LCD Monitors



The LMD-1510W and LMD-1530W are 15-inch multi-format professional LCD monitors. A cost effective monitoring solution for entry-level applications. Accurate video monitors for videographer, desktop editing or many other HD office viewing applications. It incorporates high-purity colour filters and a 10-bit digital signal processing engine to deliver stunning colour reproduction and natural grey scale.



Market	Applications
Broadcast, videographer, corporate, education, government, security and medical, – Other B&I market segment	Desktop video monitor for entry NLE, office viewing monitoring, local TV stations, Accurate video monitor for videographer, etc

Top Features	Advantages	Benefits
LMD-1510W 15.6-inch LCD video monitor (1366x768 pixels)	Video monitor accuracy	Cost effective video monitor below EUR 1k
LMD-1530W 15.3-inch LCD video monitor(1280x768 pixels)		
Optional HD-SDI kit (BKM-341HS)	High quality picture decoding	Enhanced flexibility with HD-SDI input
10-bit processing	Smooth colour gradation	Accurate colour and smooth transition
Professional features	Basic production features	Reference monitor for Entry level application
HDMI input	High quality future proof A/V interface	Compatible with DSLR and Prosumer camcorders

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

Availability: Now

# LPM-770BP

Portable LCD Field Monitor



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



Market	Applications
Broadcast, General Production, News, Documentary, Corporate, Event Videography, Education, Budget Movie-Making	TV Production, Event Production, Film

\*7-inches measured diagonally  
\*\*Mounting bracket not supplied

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

# Professional Audio

## Introduction

### Key Messages

Sony has sold over 7,000 Channels of DWX Digital Wireless Audio Solutions since their introduction in 2008.

DWX Digital Wireless Audio Solutions are still the only full digital multi-channel systems on the market with a high reputation in all production areas, from ENG, Broadcast and Live, up to opera houses and theatres.

Audio frequencies are changing in most European countries and there are a lot of customers who will be looking for new systems.

Sony's key message is 'Move to Digital'. As customers look to upgrade their audio systems, it makes sense to buy into the latest digital technology with all its benefits.

Fully digital, high quality audio with stable RF, multi-channel operation and digital encryption are just some of the benefits of the Sony DWX Digital Wireless Audio Solutions.

NAB 2012 will see further expansion of the market for Digital Wireless with new products, including: the DWM-02 handheld microphone which offers an interchangeable capsule mechanism; the DWR-R02D rack mount receiver; and the Wireless Studio 3.0 software, which offers a lot of new functions and improvements, like the channel Plan Advisor and the Status Recorder.

# ECM-MS2

Compact Electret condenser microphone



The compact 137-mm length of Sony's ECM-MS2 prevents inadvertent vignetting of the microphone when it is attached to a handheld professional camcorder such as the PMW-100. Also, this short length is convenient when packing and transporting the microphone with a compact camcorder.

The ECM-MS2 offers mono operation when stereo is not required, simply by cutting off the power supply to the right channel. This capability is useful when connecting, for example, a wireless microphone system on one channel while recording environmental sounds on the other channel. The microphone is therefore suited to applications such as news gathering and documentary shooting on location.

Professional quality is assured by XLR3P outputs which enable connection to professional camcorders for 48-volt phantom powering. The microphone's metal body also enhances audio performance by blocking vibration, resonance, and RF noises.



Top Features	Advantages	Benefits
Short (137mm) Stereo microphone	There is no vignetting by the microphone in the camera view	Useable for a wide range of applications
Metal body	Stable construction	Wide range of applications
High Sound Quality		
Supplied accessories	Wind shield	complete accessories
Fixed cable		Cannot be lost
Mono/stereo	Wide range of applications	Can be used together with a wireless system

### Service and Support

Prime Support package 2	
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Availability: April 2012

Market	Applications
ENG, Videographer, BC	Stereo microphone for Cameras

# ECM-FT5

Flat-shape Electret condenser lavalier microphone



As one variation of lavalier microphone, this flat shape microphone has come onto the market. This microphone's shape makes it easy to be hidden under clothing. In the beginning, the flat shape microphone was used for movie shooting and TV drama production where the microphone is not meant to be seen. These days, it is used over the clothing in the same way as a typical cylindrical lavalier microphone, and also for the picking up of instrument sound.



Market	Applications
ENG, Videographer, BC	Wireless transmitter

Top Features	Advantages	Benefits
Flat shape design	The slim 4.9 mm profile is designed to be easily concealed under clothing.	Useable for a wide range of applications
Metal body (Sony Unique)	Blocking unwanted vibration and resonance	Can be attached underneath clothing
Water-resistant design	A moisture repellent screen covers the mic aperture	No problem with sweat
Supplied accessories	Tie clip used to attach the mic to clothing by clipping on a pocket. Taping mount used to attach mic directly to the fabric's surface	Complete set. No extra budget needed

## Service and Support

Prime Support package 2	
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Availability: April 2012



# DWM-02

Digital wireless microphone with interchangeable heads



The DWM-02 is a digital wireless handheld microphone supporting an interchangeable head/capsule mechanism, WiDIF-HP and Cross Remote function. This microphone is suitable for live stage performances, broadcast studios, theatre, opera and other applications. Sony supplies three microphone heads – the CU-C31, CU-F31 and CU-F32 – that allow operators to capture sound depending on their requirements. It also supports third party microphone capsules maximising the flexibility for users. The DWM-02 microphone gives the user the best quality in audio transmission, with highest RF stability and maximum flexibility by using the head/capsule of his choice.



Market	Applications
Broadcast, Live, Studio, Radio Videography, ENG, Mainstream Production, Corporate, Education	Live, Studio, OB Van, Theater, Opera

Top Features	Advantages	Benefits
Interchangeable head/capsule mechanism	High acceptance by artists	Useable for a wide range of applications
Switching bandwidth: up to 72 MHz	Up to 144 channels of simultaneous audio transmissions	Easy setup
Quick open/close mechanism	No external knobs or switches	Easy handling
Encrypted	No third party can listen or record	Secure audio transmission
High quality audio transmission (24Bit/48KHz)	No influence on the audio signal by the transmission (commander free)	Audio quality like a cable microphone

Service and Support
Prime Support package 2

Availability: June 2012

# DWR-R02D

Digital wireless receiver



The DWR-R02D is a two-channel rack-mountable (1U-size) receiver that, as part of the DWX Series digital wireless microphone system, works seamlessly with Sony digital wireless transmitters and digital wireless microphones. The receiver operates with a wide bandwidth up to 72MHz, giving users a higher probability to find unoccupied frequencies in congested metropolitan areas.



Market	Applications
Broadcast, Live, Studio, Radio	Live, Studio, OB Van, Theatre, Opera

Top Features	Advantages	Benefits
AC powering: 100 V – 240 V	World wide use with the new power supply	Very flexible
DC powering: 12 V	Using for location work with 12V DC powering	No noisy power generator needed
GND lift function for analogue BAL output	Eliminate ground-related noise	Easy setup
New UNBAL output	ATT for unbal outputs	Direct use for guitar players
Switching bandwidth: up to 72 MHz	Up to 144 channels of simultaneous audio transmissions	Easy setup

## Service and Support

Prime Support package 2	
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Availability: October 2012

# DWR-S02D

Digital wireless receiver



The DWR-S02D is a two-channel portable slot-in receiver for Sony camcorders that, as part of the DWX Series digital wireless microphone system, works seamlessly with Sony digital wireless transmitters, such as the DWT-B01/E, and digital wireless microphones, such as the DWM-02. The receiver operates with a wide bandwidth up to 72 MHz, three times the level available with previous models, giving users a higher probability of finding unoccupied frequencies in congested metropolitan areas.



Market	Applications
News gathering, field production, Documentary and sound recording	ENG, TV production Event Production, Film

Top Features	Advantages	Benefits
Digital Wireless Operation	Unique Sony Digital Wireless System	Useable for a wide range of applications
Switching bandwidth: up to 72 MHz	Up to 144 channels of simultaneous audio transmissions	Easy setup
Flexible Operation	Use on camcorder or in Mixer Bag (with DWA-Adapter)	For rental companies, a very flexible product to maximise ROI
Top OLED display	Clear indication of status, easily viewed in mixer bag	In dark situations, easily monitor battery-life/RF signal etc
Parallel 2Ch AES/EBU and 2 x XLR output	Totally digital path into the camera or mixer (with DWA-Adapter) with AES/EBU, no D/A conversion	Better sound quality flexible outputs

## Service and Support

Prime Support package 2	
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Availability: April 2012

# Wireless Studio 3.0

DWX Series digital wireless system control software



Wireless Studio 3.0 is a complete software package for controlling DWX Series receivers and wireless transmitter. It allows you to monitor and control a digital wireless system via a network. The digital wireless system can be accessed from up to six computers and allows you to set-up and initialise installation with up to 82 channels.



Wireless Studio 3.0 includes a channel plan adviser to help build a channel plan with channel scan to find co-existing channels with third party wireless systems. A status recorder records the RF levels and QLs and displays these in graphical form, allowing you to control your RF strength and quality rate over a long period of time.

Top Features	Advantages	Benefits
Cross Remote	RF control for transmitter	
Channel Plan Advisor	Assist to determine channel plan with channel scan, known TV channel and other devices frequency	Find coexist channel with othe wireless systems
Status Recorder	Record RF Level and QL, and show on the graph these status	Control your RF strength and Quality Rate over a long period of time
Hold AF peak level setting	1 sec hold / hold until released	Better information aout the peak level on transmitter input
Receiver channel Label	Make user specified label on Status Viewer, Property List and Device List	Show name of transmitter also in sleep mode
Configure setting of start up behavior	Start up from EXE file "online"(automatically) or "offline" Start up from dwl/ dwl2 file : "Load settings then online" (automatically) or "offline"	Prevent from intervene during software/system recovering

Availability: May 2012

# DWA-F01D

## Wireless Slot-in Receiver Adaptor



The DWA-F01D is a wireless slot-in receiver adaptor for sound-mixer bag applications. This has been designed to integrate Sony DWR-S01D and DWR-S02D two-channel slot-in receivers into audio workflow for location sound acquisition. Typically a sound engineer would require two x 2ch receivers to acquire and mix on set or on location. The DWA-F01D also offers support for existing analogue WRR-855 single channel receivers.

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



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

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

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

Availability: Now

# ECM-VG1

## Entry-level Directional Shotgun Microphone



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



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

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

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

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

Availability: Now

# Live Production

## Introduction

### Key Messages

Sony is the market Leader for HD System Cameras! Not only with the widest product portfolio but also with highest durability, picture quality and operator acceptance – all helping our customers to save operational cost.

The new HDC-2000 Series introduced at IBC 2011 has been a great success so far with HDC-2500 featuring 3G, 2x Slow Motion, Ethernet Trunk Line and a very durable Carbon Body. Now we are expanding the line-up with the new HDC-2000 and HDC-2550. Due to the exchangeable side covers we give our customer the freedom to choose whether the transmission line will be Fibre or Triax from Sony, or Wireless together with 3rd Party Wireless Vendors, at the same time still keeping the perfect balance and durability.

New at NAB this year is the Sony IP Live Production System NXL-IP55 capable of transmitting 3 video+audio signals with genlock in broadcast quality and at ultra low latency of 1 field over Ethernet. This system has the capability to be a potential successor of SDI so please imagine together with your customers what this could change! However please be cautious and manage customer expectations as this is only the first product in a line and today is only a “Product Development Launch” with full introduction in autumn 2012.

This year is about “Openness” in Live Production: we are presenting the CNA-1, a Camera Control Network Adaptor Box that lets System Integrators control Sony Cameras using a simple protocol. Another good example of openness is the collaboration with 3rd Party Wireless Manufacturers and the Rig-agnostic approach for 3D.

Talking about 3D: no other manufacturer has such a broad line-up of 3D Products like PMW-TD300, MPE-200, MVS and MCS Switchers supporting 3D, 3D Monitors, 3D Palm-Camcorders to name but a few. We have a lot of experience in 3D and can demonstrate this on the booth.

Our Switcher Line-up featuring MVS-8000X and -7000X are used in 2D and 3D Productions with high reliability and operational acceptance. We are showing the full line-up together with MVS-6000 and MPE-200 applications for Stadium and Effects processing. ELC, the Sony Studio Automation System successful especially in North-America, can help to save operational cost.

Last but not least the affordable Live Production with the new BRC-H900 PTZ-Camera featuring 3x ½” CMOS Sensors making this the most sensitive Robotic-Camera in the World. Together with our affordable MCS-8M Switcher and HXC-D70 Camera, possibly using the Sony IP Live Production System NXL-IP55 can form a highly competitive solution for Corporate and Event Live Production.

### Comments

Do not forget to see our OLED Viewfinders: no other Manufacturer has this top-quality Viewfinder.

# HDC-2500

3G Multi-Format HD System Camera



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

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

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

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



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

Availability: Now

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

Service and Support
General Prime Support Package
Optional Prime Support Plus Service offerings available
Optional Onsite Support Packs available (only with Prime Support Plus Pack!)

# HDC-2000W/B

Multi-format HD Studio Camera



The HDC-2000 multi-format HD studio camera offers a broad choice of capturing formats, extremely high picture quality, and sophisticated operational flexibility. It incorporates a newly developed 2/3-type Progressive IT CCD along with a new Digital Signal Processor (DSP) LSI and 16bit A/D conversion. The camera delivers stunning picture performance in various capturing modes.

HDC-2000W is beige colour,  
HDC-2000B is black.



Market	Applications
High-End Public & Private Broadcasters Production Studios & OB-Van Companies	For shooting high-end outdoor or studio events (such as sports and TV shows)

Top Features	Advantages	Benefits
Multiformat 3G Studio Camera	Supporting all current and future HD formats	Future proof investment Highest production flexibility
1080/100i , 119.97i 720/100P, 119.97P	2xSloMo Mode included as standard feature	SloMo function integrated with no additional costs
Ethernet trunk Channel	IP signals to be sent bi-directional between Camera and CCU	Control of external devices by IP over fibre cable (no additional cabling)

Availability: Mid April 2012

# HDC-2400DF

HD System Camera



The HDC-2400 system camera incorporates Sony's advanced technologies for studio cameras. A newly developed 2/3-inch CCD and the new Digital Signal Processing (DSP) with 16 bit A/D converter provides amazing picture quality with very few noise and high dynamic range. The HDC-2400 provides extra functions, as well as a body design for more robustness and operational efficiency. The HDC-2400 is also providing more flexibility on transmission by its side panel that can be easily replaced to fit HD Wireless (3rd Party) or Triax transmission systems. The HDC-2400 is 3G and features dual-format (1080/50i and 720/50P). It can be fully updated to the HDC-2500 by adding option keys (25P, 50P, 100i).

Market	Applications
High-End Public & Private Broadcasters, Production Studios & OB-Van Companies	For shooting high-end outdoor or studio events (such as sports and TV shows)

Top Features	Advantages	Benefits
Dual Filter Wheel factory installed	CC-.Filter (5x) and ND-Filter (5x) in separate wheels	No additional costs for HKC-DF20
Supporting all current HDTV frame rates (1080i / 720P)	Usable in all HDTV countries (50Hz and 60Hz) 720P SuperSampling	Worldwide usage. 720P generated from 1080P signal
3G Fibre Transmission	HDC-2400 can be upgraded to full working HDC-2500 by SW-Options	Customer can let the camera grow with his increasing frame rate demands (future proof & cost-effective)

Service and Support
General Prime Support Package Optional Prime Support Plus Service offerings available Optional Onsite Support Packs available (only with Prime Support Plus Pack!)

Availability: May 2012



# HDC-2550

HD System Camera



The HDC-2550 multi-format HD portable camera with triax interface offers a broad choice of capturing formats, extremely high picture quality, and sophisticated operational flexibility. It incorporates a newly developed 2/3-type Progressive IT CCD along with a new Digital Signal Processor (DSP) LSI and 16bit A/D conversion. The camera delivers stunning picture performance in various capturing modes.



Market	Applications
High-End Public & Private Broadcasters, Production Studios & OB-Van Companies	For shooting high-end outdoor or studio events (such as sports and TV shows)

Top Features	Advantages	Benefits
Integrated triax transmission	Can be used in pre-wired triax installations (OB)	Easy integration in triax environment. Inexpensive triax cables can be used
Exchangeable side cover	By mounting HKC-CN20 + HKC-FB20 the camera can be converted to an HDC-2400/2500 camera	Triax/fibre compatibility. Low weight and perfect balance. High flexibility & future proof investment
Triax transmission system of HDC-1550/-1450	Compatibility to HDTX-100/HDFX-100 and HDC-1550/-1450 series	Integration into existing Sony HDC-equipment. No signal delay, no compression used

Availability: May 2012

# HKC-TR20 (+HKC-CN20)

Exchangeable Side Cover (Triax Transmission) for HDC-2500 Series



HKC-CN20 (inside connectors) and HKC-TR20 (exchangeable side cover with triax transmission) allow to use any HDC-2500/2400 portable camera in combination with an existing triax infrastructure.



Market	Applications
High-End Public & Private Broadcasters, Production Studios & OB-Van Companies	HD OB Van Productions HD Sport Productions HD Studio Productions

Top Features	Advantages	Benefits
Integrated triax transmission	Can be used in pre-wired triax installations (OB)	Easy integration in triax environment. Inexpensive triax cables can be used
Exchangeable side cover	HDC-2400 and -2500 can be easily converted into a triax camera	Triax / Fibre compatibility. Low weight and perfect balance on the shoulder. Future proof investment.
Triax transmission system of HDC-1550/-1450	Compatibility to HDTX-100/HDFX-100 and HDC-1550/-1450 series	Integration into existing Sony HDC-equipment. No signal delay, no compression used

Availability: May 2012

# HKC-FB20 (+HKC-CN20)

Exchangeable Side Cover  
(Fibre Transmission) for HDC-2550



HKC-CN20 (inside connectors) and HKC-FB20 (exchangeable side cover with fibre transmission) allow to use HDC-2550 portable camera in combination with SMPTE-Fibre Hybrid cables.



Market	Applications
High-End Public & Private Broadcasters, Production Studios & OB-Van Companies	HD OB Van Productions HD Sport Productions HD Studio Productions

Top Features	Advantages	Benefits
Integrated 3G fibre transmission	Uncompressed signal transmission from camera head to CCU. All frame rates can be used (incl. 1080P/50+60, 1080i/100+120...) A second camera can be parallelly transmitted to the CCU (3D ready)	Easy to be used in a 3D environment or where a second camera is needed (w/o additional cabling; e.g. golf...)
Exchangeable side cover	HDC-2550 can be easily converted into a fibre camera	Triax / Fibre compatibility. Low weight and perfect balance on the shoulder. Future proof investment.
Ethernet trunk Channel	IP signals to be sent bi-directional between Camera and CCU	Control of external devices by IP over fibre cable (no additional cabling)

Availability: May 2012

# HSC-300/HXC-100

Portable SD/HD system cameras



The HSC-300 and HXC-100 are Digital Triax based Studio Cameras that offer a cost effective choice for Broadcasters. Compatible with HDC series accessories (RCP, MSU, HDVF), they allow you to work in a standard Triax environment while keeping Sony's high quality technologies and operational efficiency.



For more flexibility on rentals or Studio pools, the HSC-300 offers full compatibility with the HXCU-100 CCU, while the HSCU-300 CCU is compatible with the HXC-100 camera head. When using HSCU-300, a MSU based system can be installed.

HSC-300 allow up to 1800m run of 14.5mm triax (1200m with the HXC-100) and is compatible with the HDLA big lens adapter.

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

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

# HDC-P1

HD compact system camera



The HDC-P1 is a multipurpose high-definition video camera, equipped with 2.2-million pixel 2/3-inch type Power HAD FX CCDs. The camera has a compact, box-shaped case, so it requires little space for installation and can be used for a variety of applications. A camera control system that uses the same protocol as a HDC studio camera is employed, allowing the camera to be used for system operation in combination with a multi-camera studio system.



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

Top Features	Advantages	Benefits
Power HAD FX CCD	Due to Sony's advanced sensor technologies, the CCD imager offers a high sensitivity and good signal to noise ratios	Enable 24p & 25p for DMC & Creative Live Productions
Two remote control optical filters	The HDC-P1 is the first camera of its type with two optical filters - Neutral Density (ND) and Colour Correction (CC)	More flexibility under changing lighting and easier picture matching with full size system cameras. Both filters are servo driven so they can be controlled remotely
Compact and Lightweight Design	The HDC-P1 weighs only 1.7 kg (3 lb 12 oz) and its dimensions are a compact, 86mm(W) x 130mm(H) x 189mm(D)	Easy installation in space-constrained and awkward areas such as on a crane head or helicopter as well as for Steadicam & 3D lightweight configurations.
Same control system as HDC/HSC/HXC Series Cameras	Fully compatible with Sony's current Master Set-up Units (MSU) and Remote Control Panels (RCP) using 700 Protocol	This flexibility allows for comprehensive camera systems or simple point-to-point systems.

# HDFA-200

Dual-channel HD fibre-optic transmission adaptor



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



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

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

# DXF-C50WA

Colour LCD Viewfinder



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



Market		Applications
Small regional studio, Education, B&I production		Professional Live production
Top Features	Advantages	Benefits
HD VF displaying with HXC-D70	Better resolution for better focusing	Helps cameraman in focusing critical HD pictures

# HZC-CSM10

Camera Control Software



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

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

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

# HXC-D70

Affordable Professional HD Camera



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



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

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

Service and Support	
Prime Support package	
Availability: Now	

# HXCU-D70

Camera Control Unit for HXC-D70



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



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

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

Service and Support	
Prime Support package	

Availability: Now

# NXL-IP55

IP Live Production Unit



## R&D Concept

The NXL-IP55 IP Live Production Unit enables multiple HD video data streams to be transmitted over an IP network (LAN). The unit enables users to establish an IP Live Production System via GB Ethernet Local Area Network (LAN). The unit can be configured to 3 videos downstream + 1 upstream or 2 down + 2 up over 1x Gigabit Ethernet LAN link including Audio + Tally + Genlock.

Market		Applications
Top Features	Advantages	Benefits
Genlock function over network	Realize multi-camera system over single network link	Using network to synchronize multi-camera shooting
Broadcast quality full HD video	Keep broadcast quality over network	Customer can select the same picture quality as HSC-300/HXC-100 digital Triax system
Ultra low latency within 1 field	Easy Integration of multiple video streams over IP Network	Even using network configuration, customer can select switching.

## Service and Support

Prime Support package	
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Availability: 2012

# CNA-1

Camera Control Network Adaptor



CNA-1 is a Network Adaptor for 3rd parties system products. This helps 3rd party to develop software that can control Sony System Camera over IP network, using a simple protocol. This helps to develop more quickly & simply new applications without requiring complex programming.



Market	Applications	
In-house studio (especially News studio), Outside broadcast	System Camera management software, automation control of system camera parameters...	
Top Features	Advantages	Benefits
Convert Sony 700IP Protocol to Simple Protocol	Enable more 3rd vendors to develop simply applications	CNA-1 can work as "Protocol Converter" which can translate to simpler protocol for 3rd vendor's integration of their control panel onto Sony camera system.
Convert serial protocol to IP protocol	Easily add non-network capability products	If additional camera chain is required to increase camera number for the bid event, it can be connected via CNA-1 to the network likely CNU type operation.
Working as a MASTER gateway for using network manager such as PC MSU software	Adapt simply camera control over IP	CNA-1 can work as "Master mode" with HZC-CSM10, even without MSU.

## Service and Support

Normal Sony Prime Support + Standard protocol documentation for developers	
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Availability: Beginning July 2012



# MVS Series Switchers

Production Switchers

# MVS-6000

Video Production Switcher



### Comparison Chart

	MVS-6000	MVS-7000X	MVS-8000X
Format	SD/HD	SD/HD/3G	SD/HD/3G
Number of ME buses	2.5	3 - (1080/50P) 5 - (1080/50i)	5
Number of keys per ME	4 per ME 2 on PP	4 - (1080/50P) 8 - (1080/50i)*	4 - (1080/50P) 8 - (1080/50i)
Key resizing	Yes (2 keys per ME)	Yes	Yes
Maximum number of I/Ps	49	80	144
Maximum number of O/Ps	24 (+8 monitor)	48	48
Frame memory (Option)	1030 stills 8 O/P	1030 stills + 40 second animation 8 O/P	1030 stills + 40 second animation 8 O/P
Format Convertor (Option)	8 in 2 out	8 in 4 out	16 in 4 out
Internal DME (Option)	2 ch	2 or 4 ch	No
Frame size	4RU	8RU	10RU

\* **Note:** MVS-7000X has flexible ME architecture for ME split modes. 8 keys per ME is max configuration

### Service and Support for MVS Series Switchers

General Prime Support Package  
Optional Prime Support Plus. Service offerings, according to system size, available.  
Optional Onsite Support Packs available (only with Prime Support Plus Packs for MVS Series!)

The MVS-6000 is the entry level switcher in the MVS family however this still packs some advanced features in the 4RU processor. The system can be configured with up to 2.5ME buses, 49 I/Ps and 24 O/Ps. Advanced options such as internal 2ch DME, frame memory and format convertors are available to enhance the creative power. Being part of the MVS family means that it shares the same operational philosophy as the larger MVS-7000 and MVS-8000 units.

Market	Applications
Small to medium production studios and OB vans	Live production switcher

Top Features	Advantages	Benefits
Internal 2.5D resizer on ME keys	Basic picture in picture effects can be produced without the need for external DME	Cost saving
Clip transition function	Ease of producing great on screen graphics for sports replay style wipes	Great production look
Range of internal options to suit programme requirements	Powerful internal options (Frame memory, DME unit and format convertors) can be supplied only as required	System can be configured to suit current operational requirements and expanded as needs change
Macro programming and editing ability	Complex operational sequences can easily be recorded, edited and recalled directly from the control panel. These can be attached to various panel buttons and labelled accordingly	Same consistent programme look can be maintained across different operators
Part of existing MVS family	Operators are immediately familiar with operational style	Minimum retraining necessary

Availability: Now



# MVS-7000X/MVS-8000X

3G Production Switchers



The MVS-7000X and 8000X are the latest models in our highly successful MVS family of production switchers. Whilst offering a very similar feature set the MVS-7000X also benefits from a flexible ME architecture, giving customers to configure the ME cards to suit their operational needs (in terms of keying resources) plus an internal two or four channel video effects option. Further attractive options, for both models include; format convertor and frame memory board. The unit can therefore be configured for up to 5ME operation and 24 keyers from a single 8RU chassis. With the range of options and internal flexibility the MVS-7000X and MVS-8000X systems are suited to any production studio or OB van application.



Market	Applications
Medium to large production and multi production facilities.	Live production video switcher

## MVS-7000X Benefits

Top Features	Advantages	Benefits
SD, HD or single link 3G capable	Ready for any future requirement for 3D or 1080/50P production	Upgrade to HD and 1080/50P production at own time
Internal 2.5D resizer on every keyer	Basic picture in picture effects can be produced without the need for external DME unit	Cost saving
Modular Control Panel	Very flexible to fulfil all requirements for all kinds of productions	Easy to operate, future proof
Range of internal options to suite programme requests	Powerful internal options (frame memory, DME unit and format convertors) can be supplied only when required	System can be configured to suit current operational requirements and expanded as needs change
Part of existing MVS-8000 Family	Operators can be immediately familiar with operational style	Minimum retraining necessary

## MVS-8000X Benefits

Top Features	Advantages	Benefits
HD or single link 3G capable	Ready for any future requirement for 3D or 1080/50P production	Upgrade to HD and 1080/50P production at own time
8 keyers per ME (1080/50i mode)	Caters for the most complex of keying requirements	Minimises the need for additional ME banks
Internal 2.5D resizer on every keyer	Basic picture in picture effects can be produced without the need for external DME unit	Cost saving
Modular Control Panel	Very flexible to fulfil all requirements for all kinds of productions	Easy to operate, future proof
Part of existing MVS-8000 Family	Operators can be immediately familiar with operational style	Minimum retraining necessary

Availability: Now

# MCS-8M

Affordable Video & Audio Switcher



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



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

Top Features	Advantages	Benefits
Audio and video production switcher	Both audio and video can be mixed by the single operator	No need for separate audio console or operator
Variety of input and output formats	Can support HD-SDI, HDMI, and DVI video with frame synchronisation as well as mic, line, embedded, balanced & unbalanced audio connectivity	No need for external convertor cards
Integrated multi-viewer	A single monitor can display all sources in either a 4 or 10 way split. The output is also available via a DVI connector for entry level monitor support	No need to transport multiple monitors or ancillary equipment
Single keyer and DME engine	A key signal can be displayed and resized / repositioned	Great on screen look
Aux bus mixing	Two separate and mixable aux bus O/Ps are provided	Multiple O/Ps for multiple screens. No need for any additional sub mixers

# 3D Image Processor

MPES-3D01 V1.41 Software Application for MPE-200



The 3D Box software is the market reference for Broadcast 3D Live Production. This application software for MPE-200 hardware provides a real time analysis and correction of Stereoscopic 3D signals out of a rig. Correction can be manual or automatic, depth analysis can be exported as an XML metadata in real time and the v1.41 officially support Live Rig Control.



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

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

# Picture Stitching

MPES-VC01 V1.1 Software Application  
for MPE-200



Picture stitching software for MPE-200 is an application that combines 3 camera signals into a single panoramic image that can be virtually browsed and output. With this system, you'll never again miss a part of the field of play you are totally covering in real time. With the addition of the player tracking data, this tool provides an unique match analysis processor for both broadcasters and sports clubs. Last but not least, this can be a unique single operator solution for small & medium sports coverage that can not afford a full OB Van crew in terms of cost.



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

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

# 3D Graphics & Effects

MPES-FX1 V1.1 Software Application  
for MPE-200



FX Box software for MPE-200 hardware is an application that allows content producers to get in real time the render of 3D Graphics mapped with up to 4x HD-SDI video in Real Time. The effects can be controlled directly from a switcher to set the duration, position, view point, object position change.



Market	Applications
Broadcast Live Production	Broadcast Live Production

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

# 2D to 3D Up Converter

MPES-2D3D1 V1.2 Software Application  
for MPE-200



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



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

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

# 3D Quality Control

MPES-3DQC1 V1.2 Software Application  
for MPE-200



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



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

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

# BRC-H900

HD 3CMOS Color Video Camera



The BRC-H900 is the top of the line, flagship model of the leading BRC series remote cameras. The adoption of both 1/2-inch type Exmor 3CMOS sensor and 14 x optical zoom lens delivers exceptionally high quality images and flexibility in operation. In addition, the feature rich colour adjustment functions allow fine tuning to meet demanding needs. Ceiling mountability and tally lamps on front and rear offer flexible installation and operation in various shooting environments. Furthermore, the HD/SD-SDI connectivity and compatibility with BRC-Z330's accessories help create a low cost solution.



Market	Applications
High-end B&I and Studio live productions	Remote TV production, governmental, top industrial and corporate applications

Top Features	Advantages	Benefits
High picture quality and sensitivity (F10) by 3 x 1/2" CMOS sensors and high grade lens	Suitable for high-end B&I and studio application	Cost saving vs studio cameras
Equipped with SDI output as standard	Ready to be used in live productions, where SDI is mandatory	Cost savings because no need to purchase optional output board
1080/50i/60i and 720/50i/60i switchable, and SD downconverter	Versatility for using in different types of productions and environments	Easier operation and maintenance by using just one model for multiple applications
Use same optional accessories than BRC-Z330	Cheap optional boards and accessories	Expand the possibilities and applications at a low price
Optional IP control (from Autumn 2012)	Can configure up to 100 cameras system with control via Ethernet	Easy configuration and control of big multicamera systems

# Live Production Solutions

## Introduction

### Aims for NAB 2012

To gain full understanding of Studio workflow to ensure we develop solutions that are relevant and provide real benefits to our customers. Find the “truffles” that exist within the OB market.

The live production area at NAB will be a showcase for innovative products and solutions. Image quality and viewer experience enhancement are hot topics in live broadcast and the 4k hut provides a good opportunity to discuss a growing topic for the market. DAV, Hawkeye and Pulse will be represented on the stand and show Sony’s offering into this new and exciting avenue of sports data acquisition and viewer interaction.

We are seeing a lot of interest for the PMW-TD300 within the 3D production arena and the Live Production Solutions team has been working with customers to drive this market and integrate the product into the overall 3D workflow story. Successes include “Strictly Come Dancing “, “Sky Sports Football and Rugby” and various other productions. Currently, we are supporting final trials for this year’s Champions League Final and Wimbledon Championships.

### Key Facts to Remember about Live Production Solutions

- Diverse range of project expertise from SNG trucks to Multi camera trailers. Quality is key
- Experienced and dedicated team ensure projects are delivered on time and budget
- Best of breed approach to project design – Full 3D CAD design capabilities
- Delivery of 3D layer within existing infrastructure is a growing focus
- At NAB opportunity to discuss 3D, integration of sports enhancement solutions and Net Media technology

### Outside Broadcast

Currently in build:

- Telegenic (UK) - 1 x 3D HD Trailer
- SuperSport (South Africa) - 1 x HD Trailer
- SWR (Germany) - 2 x HD RIGIDS + Tenders
- ANO (Russia) - 3 x HD Trailers + Tenders
- RTS (Switzerland) - 1 x HD Rigid
- Outside Broadcast (Belgium) - 1 x HD Trailer
- RTV (Slovenia) - 1 x HD Trailer, 1 x HD Rigid, 1 x SSM Van
- NEP Visions (UK) - 1 x HD Trailer
- SuperSport (South Africa) - 1 x HD Van
- 2M (Morocco) - 1 x HD Rigid
- deltatre - 8 Graphics vans

### Studios

- Strong history of studio integration across Europe
- Recent successes: QVC UK, Fabelactiv Norway and Sky Italia
- Growing credentials in education sector: Bournemouth, Middlesex and LJMU in the UK
- Close working relationship with automation companies, lighting and set design specialists
- Full understanding of studio workflow from acquisition through to post production
- ELC studio production on display

### Sports

- NAB will showcase working DAV solution with STATS as the tracking engine
- Building strong global pipeline based on rental model with broadcasters - driven through OB and graphics suppliers
- Hawkeye and pulse live demonstration area on the stand, including new IPL site from pulse live

# DAV

## Data Augmented Video

Football

Data augmented video for football is the next tier of analysis tool for both broadcasters and fans. Video content is enhanced with biographical information sourced from sports data tools, enabling production and coaches use this information to highlight specific events or characteristics of a Match.



The key to Sony's solution is speed, to improve the fan experience video and data components must have context. Until recently this type of enhanced match analysis has only been possible for match highlights or reviews.

However Sony's new platform enables this to be achieved live enabling the inclusion of data enhanced video clips within a event replay sequence. See why the defence let the striker through to score as the 4th replay clip.

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

Market	Applications
Sports Broadcasters and third-party OB and graphics providers	Delivery of enhanced video content to add value to the broadcast footage and fourth replay opportunities for broadcasters

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

# DAV

## Data Augmented Video

Hawk-Eye & pulse live

### Hawk-Eye

Hawk-Eye innovations was bought by Sony in 2011. It has been providing sports enhancement technology to broadcasters since 2001 to aid decision-making, but also to generate easily digestible facts to aid the viewing experience.

Viewers now expect Hawk-Eye's verdict on lbw 'shouts' in cricket, and line calls in tennis. Added to this, HawkEye provides an array of additional comparative statistics on players and on game highlights to add colour and interest to the armchair fans enjoyment of the game. Hawk-Eye continually expands its arsenal of statistical features and seeks to incorporate slick new aspects to complement the mainstays of its television output for both tennis and cricket.



### Market Applications

Sports Federations and Sports Broadcasters

### 3 USPs

**Non Invasive technology** – simple set-up and seamless integration into the stadium and broadcast environment makes Hawk-Eye a natural addition to any sport. The on-site teams are now an integral part of the cricket and tennis sporting calendar.

**Experience** – 10 years of global market delivery experience makes Hawk-Eye 'the' choice for accurate and reliable sports data. The technology is continually tested to ensure it remains a valuable tool for the officiating process. Tested against:

- Wind (and therefore camera wobble)
- Bright sunlight at different times of the day
- Shadows covering part or the majority of the court
- Dark or overcast conditions
- Artificial floodlights

**The Hawk-Eye brand** – Synonymous with sports officiating. Even outside of its core markets, it is known and respected for the officiating technology it provides. Expansion into other markets is simplified by its reputation.

### pulse live

PULSE is the digital technology arm of Hawk-Eye. Pulse specialises in sports content and serves Sports Federations and Publisher Broadcasters, delivering live content across internet-enabled devices as a turn-key solution.

PULSE provides a new level of interactivity and engagement to sports fans and professionals via social media and second screen applications. It adds a new layer on interest and content for fans and offers new opportunities for broadcasters to use social media to engage more intimately with audiences.

Pulse delivers real time scores and Statistics to internet devices, as well as data Visualisation and interactive Hawk-Eye technology. It helps drive improved Multi Platform Engagement and helps broadcasters deliver an integrated social media strategy.

### Market Applications

Sports Federations and Publisher Broadcasters

### 3 USPs

**True second screen technology** – creating information and content on internet-enabled devices that add more interest to sports coverage with new statistics, data and insight presented to users. Content served to the 'screen' of choice of the user.

**Turn-key managed service solution** – providing a bespoke solution to deliver a platform that integrates editorial and social media sources, as well as sponsorship sources. Providing a live multi-platform solution that delivers engaging sports content.

**Broadcast Integration** – working with publisher broadcasters to add real value to their onscreen coverage via social media integration. Surveys and trends from online sources being used to enhance main broadcast coverage.



# Media Backbone

## Introduction

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

The Media Backbone Family of Tapeless solutions cover many business segments, from small Networked Production and Archive solutions to the very largest Enterprise Integration platforms.

#### Solutions include

- Media Backbone Conductor (Integration Platform).
- Media Backbone Sonaps (Production System).
- Media Backbone XDCAM Archive (Shelf based CMS).
- Media Backbone Petasite (LTO5 Tape Library).
- All offerings require 3rd Party products to complete the story, this is NOT a Sony ONLY approach.
- Partners remain key to our success and we support a wide range of vendors.
- We have a number of success stories for FY2011 which we need to SHOUT about.
- For NAB 2012 we need to continue to understand our clients short and mid term objectives and investment plans

# Media Backbone

## Sonaps



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

#### Key Messages

- 7 systems in Europe go live in FY2011.
- Managed service @ TV2 Lorry for 10 years.
- Sonaps main and region now fully operational at SIC in Portugal.
- V5.3 released in April 2012.
- Web-based operational workflows for tablet and multi-platform compatability.

#### Comments

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

#### Key Points

- Sonaps has market-leading workflow.
- Sonaps is open and has market-leading integration with third-party applications.
- Sonaps can scale from small to x-large.
- Sonaps has an open IT-based architecture.
- Sonaps has long term road-map and vision.
- Web services module to allow easy integration.
- Enhanced file base operation.
- Remote connection: File exchange between Sonaps systems.
- Integrated with all major newsroom systems.
- Mobile device support.
- WIn7 fully supported.
- Integrated with major graphics systems.
- User generated content handling.
- Content streaming to/from web, mobile and hand-held devices.
- Web-based applications for ingest, editing, playout and logging.
- IP ingest now supported.



## Workflow Management and System Orchestration Platform

### What is it?

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

### Customer Benefits

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

### What is Sony's Added Value?

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

### What's New at NAB 2012

- V1.3 of MBC will be Launched at NAB, it includes
- A new Content Management option called "Navigator" will be officially launched. It provides
- Improved access to media within the system.
- Transparent integration with services and resources under the control of MBC.
- Search, Browse and simple editing functions.
- Powerful permission and versioning tools.
- New 3rd partners have been added to the adapter list.

### Success stories to Share

- RSI implementation has been completed successfully and customer is looking to extend the current engagement
- FTV is on track, a 25m Euro Playout renewal project using MBC for Integration. This is the largest SOA based project in Europe for FY2011.

### FIMS Integration Project update

- Project lead by EBU and AWMA.
- Looking to standardize the development of service interfaces.
- V1 is now available and covers, Ingest, transcode and File
- movement services. V2 is being discussed
- Sony is a key partner and driver behind the project along with other vendors and key customers
- FIMS will have a separate Demo area at NAB2012 (AMWA Booth N617)

### Route to Market

- Direct Model only delivered by our SI Group but we are starting to discuss other possibilities with local ISI's
- Suitable for the top 50-60-broadcasters in Europe.
- Sony is focused on Western Europe for FY2012.



## Turnkey File-based Content Archive System

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



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

### Key Messages

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

### What's New at NAB 2012

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

Market	Applications
Broadcasters and productions	File-based content management for divisions and local stations

### Top Features

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

### Advantages

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

### Benefits

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

### Comments

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

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

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

# Professional Services

## The 10 P’s of Professional Services

- **People** – we have the knowledge and experience
- **Promise** – to deliver bespoke solutions to meet our customers’ needs
- **Proven track record of our achievements Portfolio**
- **Partners** – we integrate partner solutions to meet our customers’ vision
- **Process** – our project management skills
- **PC’s (IT technology)** – our IT capabilities as well as core broadcast experience
- **Presence** – our geographic spread across Europe
- **Prime Contracting** – our ability to take on large scale projects
- **Professional** – the Sony Team!

### Contacts at NAB

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Blair Daryl	+44 7733 306 093
Davies Jeff	+44 7768 818 214
Irvin Martin	+44 7768 818 251
Jim Teehan	+44 7798 701243

# Support Group

## Engineering

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

### Contacts at NAB

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Head of Technical Engineering	+44 7786 115 196
Bernd Rauch -	
Head of Live Production Service & Support	+4922129262340

# Added Value Services

NAB 2012

## Financial Services

### Finance solutions tailored to you.

Maximise the potential of your business.

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

## Prime Support

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

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

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

## Training

### Sony Professional Education And Knowledge.

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

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

## Sustainability

### Creating a more sustainable future.

Our company is built upon harnessing the power of imagination.

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

## SPSS Channel

### Sony Professional Solutions Specialists. A smooth journey guaranteed.

Sony Professional Solutions Specialists do more than just sell you a Sony product.

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

Monday 16 April

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Evening

Tuesday 17 April

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Evening

Wednesday 18 April

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Thursday 19 April

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Evening

# Notes

NAB 2012



Availability and specifications are  
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