

**SONY**

# **IBC 2015 Pocket Guide**

PSE

Media Solutions Marketing

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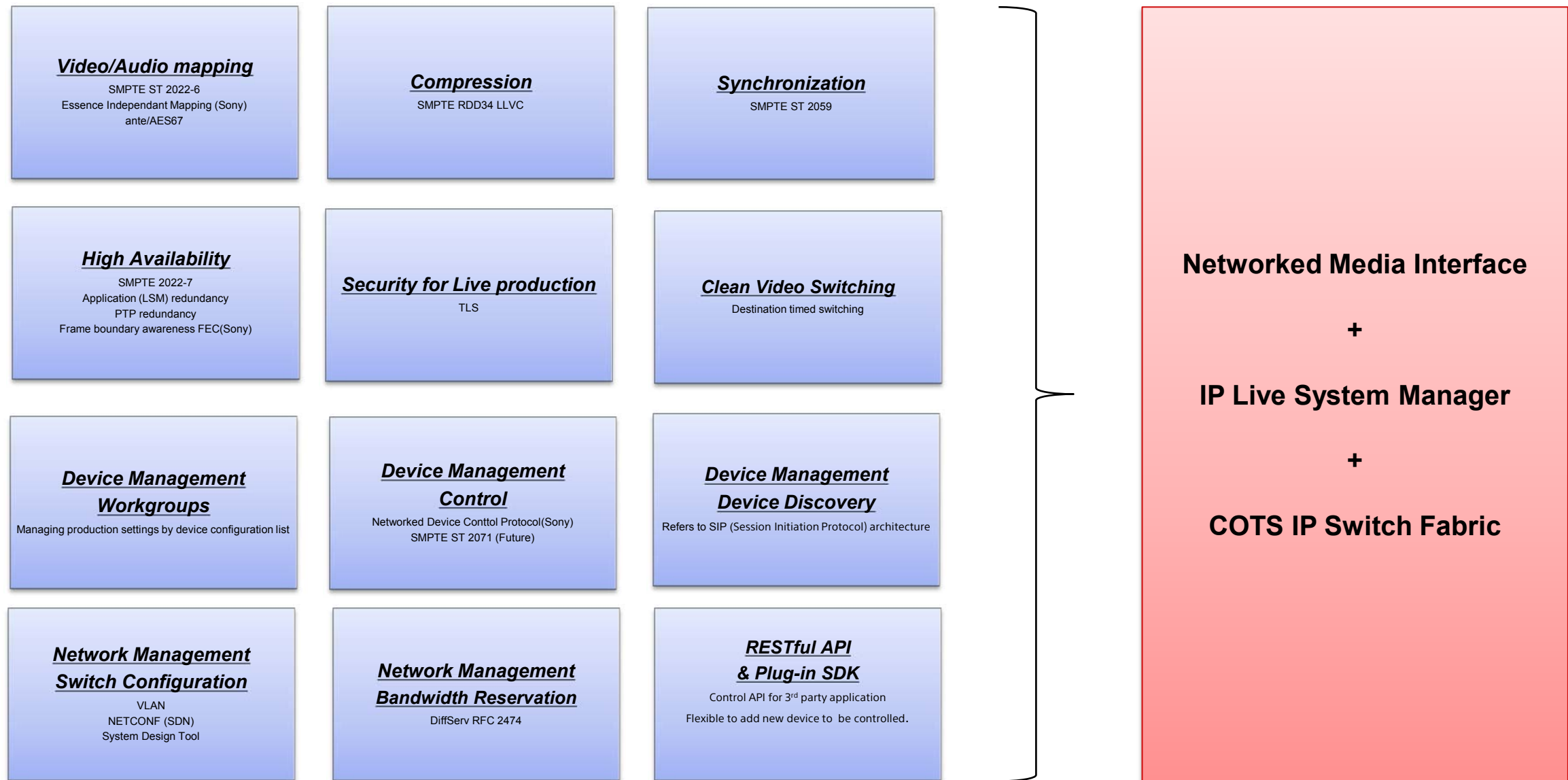
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**SONY**




**Live Production**

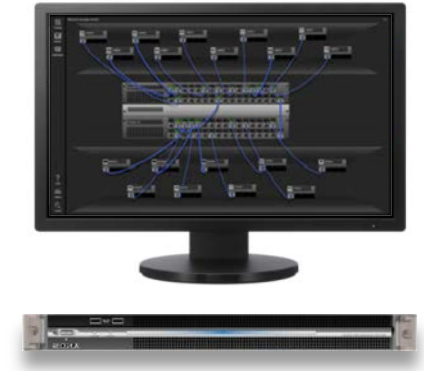
# IP Live



# IP Live System Manager and SDI-IP Converter

## PWS-100NM1 - IP LIVE SYSTEM MANAGER STATION

- Matrix Config. & Cross-point Switching, Network management, device management
- API For Alliance Partners, Integration with   **L|S|B** 



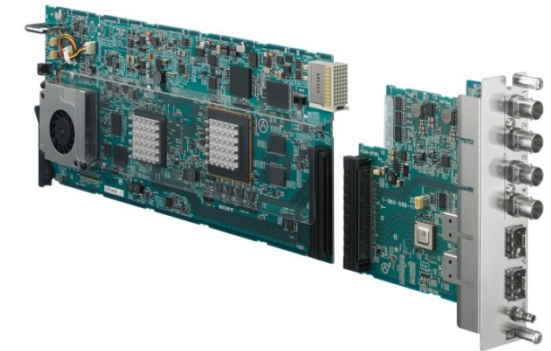
## NXL-FR318 - SIGNAL PROCESSING UNIT

- Rack mountable frame for Networked Media Interface Converter boards
- 18 slots, Redundant PSU, 3RU



## NXLK-IP40F - SDI-IP CONVERTER BOARD (HD/4K)

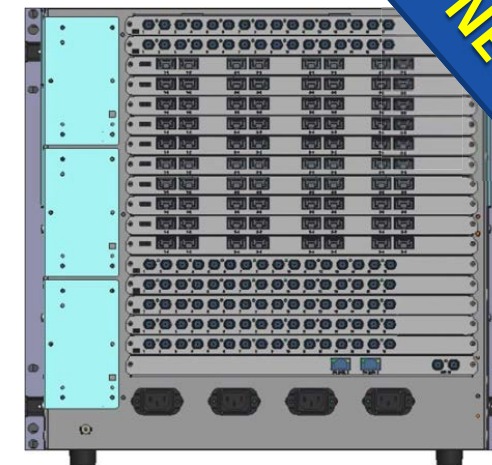
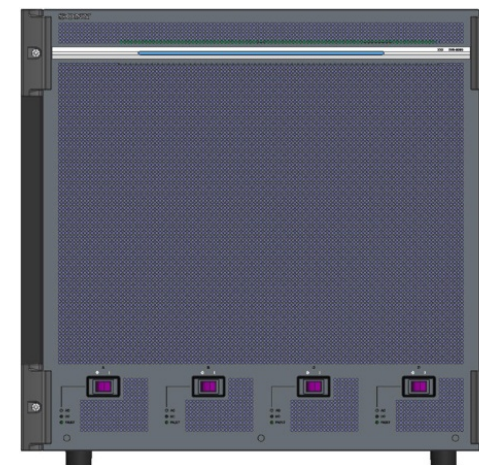
- Convert SDI from/to Networked Media Interface for SD, HD and 4K
- Built-in Frame Synchronizer
- 10G SFP+ x2 to support Hitless Failover



# Key Reminder on IP Live Strategy

- **Business efficiency by COTS** over Networked Media Interface
  - Scalability and flexibility
- **Beyond definition** by Networked Media Interface
  - SD/HD/4K and beyond!
- **Open standard support**
  - SMPTE 2022, SMPTE 2059 PTP
  - **Low Latency Video Codec** for IP Live: now open codec from SMPTE / RDD-34
- **Interoperability** with our partners over Networked Media Interface
  - Application
  - **Device discovery** to connect all the Networked Media Interface devices.
- **Network management** by SDN

<b>Product</b>	<b>XVS-8000 Multi-Format-Switcher</b>
<b>Target market</b>	Broadcast Service Providers, Broadcasters, OB Vans
<b>Availability</b>	January 2016
<b>List price € (EU T2 pricing)</b>	Depend on Configuration (same level as MVS-8000X)
<b>Category</b>	RBC



Top features	Customer Benefits
<b>Flexible I/O for SDI and IT-Interfaces</b>	<ul style="list-style-type: none"> <li><b>Futures proof invest</b> due to exchangeable Interfaces for a smooth transition between existing SDI- and coming next IT-Infrastructure.</li> </ul>
<b>Improved internal Clip-Store (Frame-Memory)</b>	<ul style="list-style-type: none"> <li>Advanced Production-Prospects because of <b>more Frame-Memory Capacity, more Channels and a non-volatile SSD</b></li> </ul>
<b>Extended options regarding I/O's, Formats and ME's</b>	<ul style="list-style-type: none"> <li>Prepared for performance intensive Production in <b>1080/50P, 4K and 8K or HD/4K parallel Production</b></li> </ul>
<b>True Multi-Viewer Channels</b>	<ul style="list-style-type: none"> <li><b>Price reduction</b> due to internal Multiviewer</li> </ul>
<b>User Friendly Operation GUI</b>	<ul style="list-style-type: none"> <li>Intuitive operation philosophy (GUI) to <b>minimize Training needs</b> and <b>secure production quality</b></li> </ul>

# XVS-8000 – New Switcher Processor

		XVS-8000X	
Frame Size		10RU	
		4K	HD
ME	Standard	5ME*	5ME
	Split	---	10ME
Input		40	160**
Output	Assignable + FC	12+4FC	48+16FC
	Multi Viewer	2ch	2ch
Keyer/ME <Resizer>	Standard	2Key	8Key
	Split	---	4Key
DSK		---	4
3D DME		1ch***	4ch

\* 4M/E + 2xDSK configuration is also available.

\*\* Number of Input will be half when IP IO option is used in 3G.

\*\*\* Non-linear effect is not available I 4K.





<b>Product</b>	<b>BPU-4500</b>
<b>Target market</b>	Broadcast Service Providers, Broadcasters
<b>Availability</b>	January 2016
<b>List price € (EU T2 pricing)</b>	€ 30,000 (Tentative)
<b>Category</b>	RBC



Top features	Customer Benefits
Networked Media Interface adopted	<ul style="list-style-type: none"> <li>• <b>Direct NMI connection by 10Gb</b> (SFP+) to skip HD-SDI/IP converter box. 2 NMI outputs of 4K, 1 NMI output of HD → each output has redundancy</li> <li>• <b>Hybrid System capable SDI &amp; IP (NMI)</b></li> </ul>
Slim and full BPU features	<ul style="list-style-type: none"> <li>• 2U (H) x 19 inch rack mount (W).</li> <li>• Same features as BPU-4000. <ul style="list-style-type: none"> <li>-4K/UGD and HD output simultaneously.</li> <li>-up to 4K 2x* / HD 8x slow</li> <li>-HDR* (S-Log3/S-Log2/709) and Wide Color Space (BT2020/S-Gamut**/ S-Gamut3.Cine**/709)</li> </ul> </li> </ul> <p>* 4K 2x and S-Log is not available at same time ** S-Gamut is only for F55/F65 Live system</p>
Same Optional Software	<ul style="list-style-type: none"> <li>• SZC-2001 (HD Cut out SW)) for Permanent/Monthly/Weekly</li> <li>• SZC-4002 (HFR option SW) for Permanent/Monthly/Weekly</li> </ul>

<b>Product</b>	<b>PWS-4500</b>
<b>Target market</b>	Broadcast Service Providers, Broadcasters, OB Vans
<b>Availability</b>	End Dec. 2015 (Target)
<b>List price € (EU T2 pricing)</b>	From 55k€ Basic Configuration
<b>Category</b>	RBC



Top features	Customer Benefits
<b>Same Features as PWS-4400 plus...</b>	
<b>More flexible Server-Configuration</b>	<ul style="list-style-type: none"> <li>Flexible Server configuration regarding Channels, License (Format) and Interfaces to <b>reduce the price</b> and be prepared for future expansions</li> </ul>
<b>Selectable SDI and/or Network Media Interfaces</b>	<ul style="list-style-type: none"> <li><b>Forward-looking Server-System for the SDI to IP transition period</b> because the customer can chose between conventional SDI I/O's (as standard) and future proof Network Media Interfaces</li> </ul>
<b>Additional File-Sharing –Function (Standard)</b>	<ul style="list-style-type: none"> <li>New standard 10G-Network I/F to monitor and share files between the Server like EVS XNET <b>for better and faster file transfer</b></li> </ul>
<b>Redundant Power Supply as standard</b>	<ul style="list-style-type: none"> <li><b>More security</b> in case of power lost during a Production</li> </ul>

**Important note: There is no Upgrade plan to converts existing PWS-4400 into PWS-4500**

**NEW  
Firmware**

<b>Product</b>	<b>HDC-4300 new feature</b>
<b>Target market</b>	Broadcast Service Providers, Broadcasters
<b>Availability</b>	Since Jun/2015
<b>List price € (EU T2 pricing)</b>	€ 50,000 (Firmware FOC – Installation depend on support contract)
<b>Category</b>	RBC



Top features	Customer Benefits
4K/UHD 2x slowmotion and 4K/UHD High Dynamic Range Available with <b>next Firmware version in OCT/E</b>	<ul style="list-style-type: none"> <li>• <b>4K/UHD 2x slowmotion</b> become available from BPU as far as both SZC-4001 (4K option SW) and SZC-4002 (HFR option SW) installed.</li> <li>• <b>HDR S-Log3</b> become available from BPU on top of S-Log2, 709 in Gamma curve as well as Matrix selection with Wide colour space BT2020 and 709.</li> </ul>
The world's first three 2/3-inch 4K resolution image devices and newly designed prism adopted	<ul style="list-style-type: none"> <li>• <b>Flexible production in 4K and HD and Super slow motion</b> up to 8x by one camera platform.</li> <li>• <b>No-compromise, cover a standard HD/UHD TV production to Cinema-look picture production</b> with HDR and Wide -Colour-Space in live operation.</li> </ul>
Seamless integration with existing workflows	<ul style="list-style-type: none"> <li>• <b>No need for investment in additional accessories</b>, keeping costs and inventory down. Fully compatible with a wide range of existing products and workflows. BPU, HDCU, HDVF, HDLA, MVS switcher and PWS XAVC server.</li> <li>• <b>Operation is reassuringly familiar to operators and cameramen and no expensive re-training is required.</b></li> </ul>
4K and HFR optional Software	<ul style="list-style-type: none"> <li>• <b>Start with HD 1x/2x/3x as standard format at lower investment.</b></li> <li>• <b>Future proof to go for the upgrade</b> to 4K/UHD by the optional SW SZC-4001, and to HD HFR at 4x/6x/8x by the optional SW SZC-4002. Permanent/Monthly/Weekly.</li> </ul>

<b>Product</b>	<b>HXC-P70</b>
<b>Target market</b>	Broadcast Service Providers, Broadcasters, OB Vans
<b>Availability</b>	End Dec. 2015 (Target)
<b>List price € (EU T2 pricing)</b>	€ 17k TENTATIVE (w/o HXCU-FB70)
<b>Category</b>	RBC



Top features	Customer Benefits
PoV HD system camera with 2/3"-CMOS "EXMOR" (3x) sensors (full HD resolution)	<ul style="list-style-type: none"> <li>All <b>B4-mount lenses</b> can be utilized (standard mount in the broadcast industry)</li> <li><b>High quality HD signal</b> due to full HD CMOS sensors (1 sensor per RGB color) with <b>high sensitivity</b> and <b>low noise</b> performance.</li> </ul>
Integrated fibre transmission with NEUTRIK optical ConDuo connectors to HXCU-FB70 fiber CCU. Single mode fiber transmission is also possible (up to 10km/stand alone camera power supply)	<ul style="list-style-type: none"> <li>HXC-P70 can be used in <b>remote places</b> by <b>full control and functionality</b> of the camera head</li> <li><b>NEUTRIK ConDuo connectors</b> are <b>widely used</b> in the industry and</li> <li>Change to <b>single mode fiber</b> for more <b>cable length</b> is easy</li> </ul>
Chassis is same as current HDC-P1 model	<ul style="list-style-type: none"> <li>Very <b>compact design</b> and <b>low power consumption</b></li> <li><b>Easy to mount</b> on a <b>camera crane</b> or in <b>remote areas</b></li> <li><b>High durability</b> and <b>reliability</b> paired with <b>advanced ergonomical features</b> and <b>connectivity</b></li> </ul>
Compatibility to HXCU-FB70	<ul style="list-style-type: none"> <li>HXC-P70 and HXC-D70 (with TA-FB70) models can <b>compatibly</b> be used with the same CCU.</li> <li>The HXCU-FB70 provides <b>all necessary interfaces for broadcast applications</b>.</li> <li><b>Camera menu control</b> can be done from HXCU-FB70</li> </ul>

<b>Product</b>	<b>HDCE-100</b> Camera Extension Adaptor for HDC-/HSC-series
	<b>HKCU-SM100</b> Single Mode Fiber Converter Unit
<b>Target market</b>	Broadcast Service Providers, Broadcasters, OB Vans
<b>Availability</b>	Already shipping
<b>List price €</b> (EU T2 pricing)	HDCE-100: 2,780.00€ HKCU-SM100: 1,600.00€
<b>Category</b>	RBC

HDCE-100



HKCU-SM100

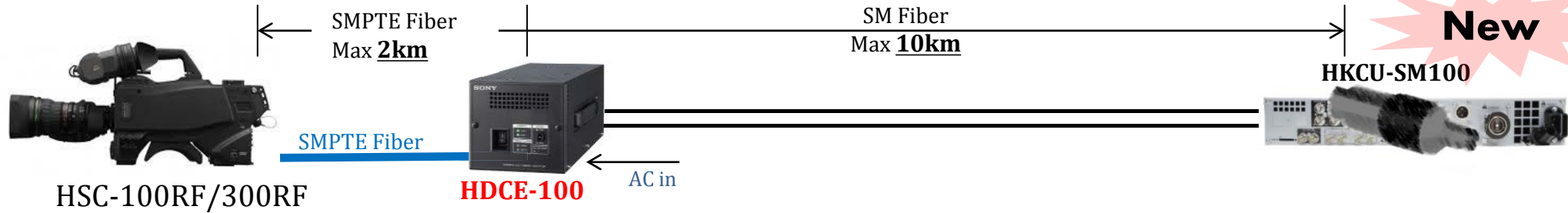
NEW

Top features	Customer Benefits
Break out box for 2x <u>Single Mode Fiber</u> cable to connect to HDC, HSC, F55 live Camera by 1x SMPTE fibre cable with power supply	<ul style="list-style-type: none"> <li>SMF cabling allows <b>longer cable extensions</b> (up to 10km) to cover even <b>remote areas</b> (e.g. golf, car-racing, skiing...)</li> <li>SMF cable is <b>widely available</b> and <b>inexpensive</b></li> </ul>
<b>3 Modes of HDCE-100 to select for:</b> <b>(A) SMF Mode for HSC-100RF/-300RF models</b> <b>(B) SMF Mode for HDC-Models</b> <b>(C) Power Supply to PMW-F55+CA-4000 System via BPU-4000 in case no HDCU is used</b>	<ul style="list-style-type: none"> <li>HDCE-100 can flexibly used for <b>a wide variety of applications</b> (see next slide)</li> <li>Ideal product for <b>rental houses</b> as it can flexibly used for many cameras and customers</li> <li><b>PMW-F55 in live application can be used w/o HDCU</b> (saves costs)</li> </ul>
HKCU-SM100 provides the conversion from SMF to SMPTE optical fiber	<ul style="list-style-type: none"> <li>No need to purchase a converter from <b>third party manufacturer</b></li> <li><b>Sony can guarantee the overall functionality</b> within the HDCE-100 system</li> </ul>
<b>Dimensions: 145x124x365mm</b> <b>Weight: 4.0kg</b> <b>(1/3 of 19 inch width, 3U Rack height)</b>	<ul style="list-style-type: none"> <li>3x HDCE-100 fit side-by-side into a 19"-rack (=minimal space consumption)</li> <li>4kg adds only <b>small weight</b> to OB vans</li> <li>3U high is same as HDCU-2500/-2000</li> </ul>
HDCE-100/PK package available (HDCE-100+HKCU-SM100) with price advantage	<ul style="list-style-type: none"> <li><b>Price advantage</b> for customers who want to use single mode fiber transmission on our system cameras</li> </ul>

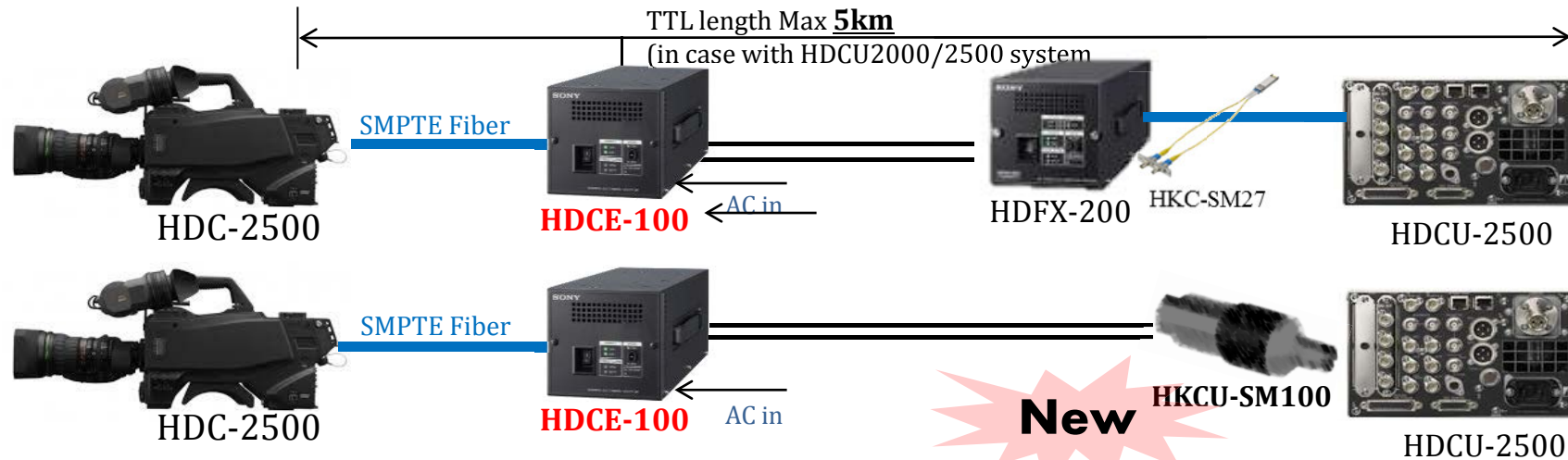


# HDCE-100 - Applications

## (1) SMF HSC-Mode



## (2) SMF HDC-Mode



## (3) PowerSupply Mode (F55+BPU)



For power supply to  
BPU/CHU w/o HDCU  
*Limitations: no TALLY,  
INCOM, RET, Prompter  
connections*

<b>Product</b>	<b>HDC-25xx Series</b>
<b>Target market</b>	Broadcast Service Providers, Broadcasters, OB Vans
<b>Availability</b>	Already shipping
<b>List price € (EU T2 pricing)</b>	37k€ ~ 50k€ (depending on model, w/o HDCU)
<b>Category</b>	RBC



**HDC-2500**  
**HDC-2570**  
**HDC-2400DF**  
**HDC-2400**  
**HDCU-2000**  
**HDCU-2500**

Top features	Customer Benefits
2/3"-POWER HAD FX CCD (3-CCD) system camera with native HD resolution (1920x1080) and multiple frame rates (some frame rates are optional depending on the model)	<ul style="list-style-type: none"> <li>• High performance HD signal at CCU output / <b>high sensitivity</b> with <b>noise-free pictures</b></li> <li>• <b>Future proof investment</b> due to <b>multiple frame rate</b> support (1080i/P, 720P, 1080PsF, 2xSLoMo, 1080-RGB-12-bit)</li> </ul>
SMPTE Fibre transmission with high bandwidth (3 Gbps) from camera to CCU with a cable extension of max. 4km (incl. Power to camera) Digital triax transmission (HDC-2570 model).	<ul style="list-style-type: none"> <li>• <b>No signal compression</b> over fiber cable</li> <li>• <b>Long cable extensions</b> possible for sport productions (e.g. ski- or car racing, golf...)</li> <li>• <b>3G bandwidth</b> allows to transmit 2 camera signals over one single fiber line (1080i)</li> <li>• <b>Triax transmission model</b> (=HKC-TR27 side cover factory installed)</li> </ul>
Single piece camera chassis with „exchangeable carbon side cover technology“	<ul style="list-style-type: none"> <li>• Low camera head <b>weight</b> with <b>perfect weight balance</b> on the shoulder</li> <li>• <b>Air flow</b> inside the camera is optimized (low heat/ high durability)</li> <li>• Changing the transmission system is very easy by <b>exchanging the side cover</b> (HKC-FB20 for fiber, HKC-TR27 for digital triax or wireless transmission by 3<sup>rd</sup> party integration)</li> </ul>
Ethernet trunk line	<ul style="list-style-type: none"> <li>• <b>IP signals</b> can be transmitted between camera head and CCU</li> <li>• <b>IP signals</b> can be used <b>to control external devices</b> (e.g. robotic heads...)</li> </ul>
Advanced Matrix control (User Matrix, Preset Matrix, Adaptive Matrix, Multi Matrix functions provided)	<ul style="list-style-type: none"> <li>• The <b>camera can easily be matched</b> to any other camera on the market</li> <li>• <b>High quality color reproduction</b> even under <b>critical lighting conditions</b> (e.g. LED light)</li> </ul>

<b>Product</b>	<b>HSC-xxxR Series</b>
<b>Target market</b>	Broadcast Service Providers, Broadcasters, OB Vans
<b>Availability</b>	Already available
<b>List price € (EU T2 pricing)</b>	19k€ ~ 25k€ (depending on camera type)
<b>Category</b>	RBC



**HSC-100RF**  
**HSC-100RT**  
**HSC-300RF**  
**HSC-300RT**  
**HSCU-300RF**  
**HSCU-300RT**

Top features	Customer Benefits
2/3" -POWER HAD FX CCD (3-CCD) system camera with native HD resolution (1920x1080) supporting the main broadcast frame rates of 1080i and 720P (1080PsF as option)	<ul style="list-style-type: none"> <li>• Ideal camera for <b>main stream broadcast applications</b></li> <li>• Same CCD sensors as employed in HDC-2500-series, so a <b>high performance picture</b> quality is assured with <b>perfect color matching to the HDC-camera range</b></li> <li>• <b>1080PsF option</b> is available to support <b>film-like shooting</b> (drama, commercials...)</li> </ul>
HSC-100R and HSC-300R models share the same chassis, specifications and key-features. Both models are available with digital fibre or digital triax transmission. HSC-300R models : Servo Dual-Filter Wheels, HDLA support	<ul style="list-style-type: none"> <li>• Customer can <b>select the transmission mode</b> he wants to use w/o any compromise in picture quality (both use digital transmission)</li> <li>• Digital triax transmission with <b>very small delay</b> (below 1 Field)</li> <li>• <b>HSC-300R model</b> tailored for OB van productions where <b>remote filter operation</b> and <b>large lens support</b> is required</li> </ul>
Both models share the same CCU model (HSCU-300F/HSC-300T) and keep full cross compatibility to the previous HXC-100/HSC-300 camera range	<ul style="list-style-type: none"> <li>• HSCU-300F/-300T offers the ability to operate in a <b>huge system controlled by MSU</b> (HZCU-MC3 option to be installed).</li> <li>• Ideal for rental market as <b>cross compatibility to previous camera generation</b> is assured.</li> </ul>
Same command protocol as used in all Sony broadcast cameras (700-command protocol) Same viewfinder interface than used on HDC-series	<ul style="list-style-type: none"> <li>• <b>All Sony RCP and MSU models</b> can <b>compatibly</b> used to control the camera</li> <li>• <b>No training</b> for Sony operators required</li> <li>• <b>Wide choice of RCP and MSU</b> models to meet all <b>budget and operational requirements</b></li> <li>• <b>High quality viewfinders</b> can be used, <b>wide choice of different models</b></li> </ul>



<b>Product</b>	<b>ICP-X7000 (Version 1.1)</b>
<b>Target market</b>	Broadcast Service Providers, Broadcasters, OB Vans
<b>Availability</b>	Now. - On Air @AMP/NRK/SWR
<b>List price € (EU T2 pricing)</b>	Depend on Configuration
<b>Category</b>	RBC



Top features	Customer Benefits
<b>Flexible panel configuration</b>	<ol style="list-style-type: none"> <li>1. Modular panel – different modules and peripherals</li> <li>2. Network connections ( POE)</li> <li>3. Mounting Row by Row for flexible layout</li> </ol>
<b>Increase MVS operability</b>	<ol style="list-style-type: none"> <li>1. OLED-display and RGB XPT-buttons</li> <li>2. More OLED display for comprehensive operation</li> <li>3. New LCD-button for better status recognition and accuracy</li> </ol>
<b>More assignable functions</b>	<ol style="list-style-type: none"> <li>1. New XPT-Pad for more customization and quick operation</li> <li>2. Up to 14 pages with Jump function</li> </ol>

<b>Product</b>	<b>MVS-7000X (Version 12.60)</b>
<b>Target market</b>	Broadcast Service Providers, Broadcasters, OB Vans
<b>Availability</b>	Now
<b>List price € (EU T2 pricing)</b>	Depend on Configuration
<b>Category</b>	RBC



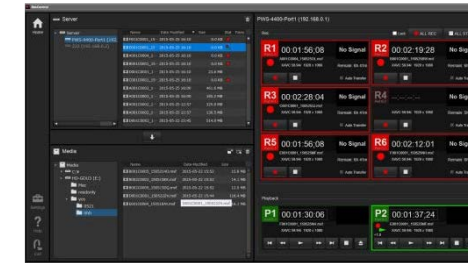
Top features	Comments
<b>Input Color Correction</b>	<ol style="list-style-type: none"> <li>1. 32 inputs corrected simultaneously</li> <li>2. Only with new hardware Sn° 20001 and higher ( Jan2014)</li> <li>3. Same limitation as 6500/3000 series</li> </ol>
<b>Up/Down Conversion 1080i to 1080p</b>	<ol style="list-style-type: none"> <li>1. Output possible only with new hardware Sn°20001 and higher ( Jan2014)</li> </ol>
<b>Level A supported</b>	<ol style="list-style-type: none"> <li>1. New FPGA version V12.60LA</li> <li>2. Format Selection 1080P (level A)</li> <li>3. In this FPGA version, SD format not available</li> </ol>

<b>Product</b>	<b>PWS-4400 (Software Version 1.4)</b>
<b>Target market</b>	Broadcast Service Providers, Broadcasters, OB Vans
<b>Availability</b>	Available now
<b>List price € (EU T2 pricing)</b>	From 70k€ List Price
<b>Category</b>	RBC



Top features	Customer Benefits
Up to 8-HD Ports plus Dual Panel Operation	<ul style="list-style-type: none"> <li><b>Expanded I/O configuration and dual Panel operation allows the customers to control 6 Camera inputs to be controlled by to operators</b></li> </ul>
4K/HD simultaneous recording	<ul style="list-style-type: none"> <li>HD Files can be created simultaneously to the 4K-Signal without losing a 2<sup>nd</sup> REC-Channel. This is perfect for 4K/HD parallel Production.</li> </ul>
Advanced HFR Formats	<ul style="list-style-type: none"> <li><b>For flexibility regarding HFR recording.</b> The System now supports 2x,3x,4x, 6x and 8x HD and 2x 4K. Additional to that you can realize <b>HFR and Normal Speed REC in parallel</b></li> </ul>
Preview / Program Control Function	Several improved Editing and Operation function. <ul style="list-style-type: none"> <li>The Server can import <b>Audio-File which can be used as Background</b> for Play-Out</li> <li><b>Live-Zoom</b> can be done without creating a clip to improve the workflow.</li> <li>Due to the selectable PRM/PVW-Outputs the operator can now <b>edit the next scene on one OUT - while the second OUT is still "on-Air"</b></li> </ul>
Audio File (WAV-File) Import	
HD-Live-Cut-Out	
New MPEG-2 transcoder Software ( <b>PWA-MGW1B</b> ) for the Media-Gateway-Workstation (MGW)	<ul style="list-style-type: none"> <li><b>More Format flexibility</b> via the new Software-License which can be used on the MGW to transcode between <b>XAVC HD MXF &lt;-&gt; XDCAM MPEG</b> (50Mbps/4:2:2) and archive/load material to/from some external media or forward content into an external NAS</li> </ul>

<b>Product</b>	<b>PWA-RTC1</b>
<b>Target market</b>	Broadcast Service Providers, Broadcasters, OB Vans
<b>Availability</b>	End Sep. 2015 (Target)
<b>List price € (EU T2 pricing)</b>	1200€ (Stand alone Software)
<b>Category</b>	RBC



Top features	Customer Benefits
<b>Easy Software-Application to control the PWS-Server</b>	<ul style="list-style-type: none"> <li><b>Coast effective Application</b> to control the PWS-Server without the need to invest into PWS-100PR1 and PWSK-4403</li> </ul>
<b>A/V-Status indicator</b>	<ul style="list-style-type: none"> <li>Incoming Signals could be easily checked to <b>secure and improve A/V-Quality</b></li> </ul>
<b>Simple and intuitive GUI for ISO REC/PB</b>	<ul style="list-style-type: none"> <li><b>User-friendly GUI</b> to control up to eight REC/PB-Channels</li> </ul>
<b>Simple Clip-Management</b>	<ul style="list-style-type: none"> <li><b>Price attractive Application</b> to manage the files without the need to invest into PWS-100MG1</li> <li>Easy File Transfer <b>to archive Material</b> onto removable media or <b>transfer Clips into a external NAS</b> (for NLE)</li> </ul>

**Please note: You can also order a Pre-Installed Version with a PWS100-Workstation (PWS-100RC1)**

<b>Product</b>	<b>Anycast Touch AWS-750 soft 2.00</b>
<b>Target market</b>	Corporate, Government, Educational, Events management companies
<b>Availability</b>	Now
<b>List price € (EU T2 pricing)</b>	f.o.c.
<b>Category</b>	OMP



Top features	Customer Benefits
<b>Streaming function update</b>	<ol style="list-style-type: none"> <li>1. Flexible Setting</li> <li>2. 1280x720 HD Streaming</li> <li>3. Support streaming service &amp; server / <del>Google API</del>, Wowza Media Server</li> </ol>
<b>Camera Control function update</b>	<ol style="list-style-type: none"> <li>1. VISCA Over IP / simple cabling</li> <li>2. RM-IP10 / Up to 5 controllers in one network</li> <li>3. Auto Tracking SD Video support</li> <li>4. Auto Tracking algorithm improvement to be robust</li> </ol>
<b>Media Player function update</b>	<ol style="list-style-type: none"> <li>1. Repeat Playback</li> <li>2. Start &amp; End Point Setting</li> </ol>

<b>Product</b>	<b>V2.0 (Firmware Update) for BRC-H900</b>
<b>Target market</b>	Surveillance, Corporate Market, Live Broadcasters
<b>Availability</b>	End Oct. 2015 (Target)
<b>List price € (EU T2 pricing)</b>	f.o.c.
<b>Category</b>	OMP



Top features	Customer Benefits
The new Firmware version V2.0 will be available for all BRC-H900 cameras on a free of charge basis from end of October 2015	<ul style="list-style-type: none"> <li>All BRC-H900 cameras in the market can benefit from the <b>feature upgrade w/o cost</b></li> <li>BRC-H900 is a <b>future proof investment</b> and the additional feature set tailors the camera <b>for live broadcast applications</b></li> </ul>
New additional PT-Z Motion Mode	<ul style="list-style-type: none"> <li>Nice combined PT and Z automatic movements when changing from one Preset Memory to another , <b>much more suitable for On-air applications</b>. Zoom movement will start after PT movement finish</li> </ul>
Flange back adjustment via camera menu	<ul style="list-style-type: none"> <li>Flange back can now be adjusted from the camera menu, so <b>will not be necessary to send the camera to Sony Service</b> for fixing.</li> </ul>
Expansion of PAINT functions (Black Balance now included)	<ul style="list-style-type: none"> <li>For broadcast applications the available paint features were very limited in the past. Now will be possible to adjust <b>R BLACK/B Black</b> and run <b>Auto Black Balance</b> from the RM-IP10, so this camera becomes even <b>more attractive to broadcasters</b>.</li> </ul>
Additional PRESET Memory Mode	<ul style="list-style-type: none"> <li>A new mode for the Preset Memories allows <b>to save only Camera Positions</b> while maintaining the actual camera paint values. So, when changing from one preset to another, only camera position will change, not the white balance, etc</li> </ul>
Slow Pan/Tilt Mode	<ul style="list-style-type: none"> <li>Additional <b>slow pan/tilt operation</b> is now possible which makes this camera even more <b>attractive for on-air live camera movements</b></li> </ul>



<b>Product</b>	<b>SRG-360SHE</b>
<b>Target market</b>	HOW, Government, Education, Events, Webcast, realities
<b>Availability</b>	EX-factory: E/Dec 2015
<b>List price € (EU T2 pricing)</b>	US\$4.400 Tentative
<b>Category</b>	UCB



Top features	Customer Benefits
<b>Simultaneous triple output from 3G-SDI, HDMI and IP streaming (all with embedded audio) up to 1080/50p</b>	<ul style="list-style-type: none"> <li>• Ideal for multiplatform broadcasting and production. applications</li> <li>• Expanded possibilities like high quality recording while streaming with low bandwidth</li> <li>• Easy local monitoring via HDMI</li> </ul>
<b>PoE+ (Power over Ethernet)</b>	<ul style="list-style-type: none"> <li>• Very easy to install with just one Cat5 cable</li> <li>• Useful for difficult access sites and when no power socket is available</li> <li>• Minimum intrusion, much appreciated in concert and government halls</li> </ul>
<b>Movement Tracing saved into Preset Memory</b>	<ul style="list-style-type: none"> <li>• Very attractive feature for On-air application</li> <li>• Allows pre-adjusted camera movement for shooting and production automation</li> <li>• Very easy to launch the camera movement during program from RM-IP10 panel</li> </ul>
<b>Improved PTZ motion modes, and interface for RCP Paint control</b>	<ul style="list-style-type: none"> <li>• Semi-synchronous PT-Z movement when recalling a Preset Memory for nice motion effect during on-air</li> <li>• Slower and smoother PT movement control for improved shootings</li> <li>• Direct interface to S700PTP RCP protocol for easy Paint control during on-air</li> </ul>

<b>Product</b>	<b>SRG-300SE</b>
<b>Target market</b>	HOW, Government, Education, Events, Webcast, realities
<b>Availability</b>	Now
<b>List price € (EU T2 pricing)</b>	3000€
<b>Category</b>	UCB



Top features	Customer Benefits
<b>Up to 1080/50P output via 3G-SDI</b>	<ul style="list-style-type: none"> <li>Allows simultaneous high quality recording /monitoring while effective bandwidth multi-streaming transmission, very useful in all type of events.</li> <li>Usable in multiple applications, so very versatile for rental companied.</li> </ul>
<b>30x optical zoom (plus x12 digital), with up to 256 Preset Positions</b>	<ul style="list-style-type: none"> <li>Huge zoom ratio, ideal for lecture theatres and big corporate boardrooms</li> <li>Reduce the number of cameras to be deployed ("one covers all")</li> <li>Possible to memorize a big number of positions (like in big audiences)</li> </ul>
<b>IP Control and Streaming</b>	<ul style="list-style-type: none"> <li>Very simple camera system configuration in Ethernet network</li> <li>Up to 112 cameras in a system with multiple remote panels. Perfect for applications like big multicamera systems in reality shows or big events.</li> <li>Cheap and easy control from a simple PC</li> </ul>
<b>View-DR for extreme contrasted scenes</b>	<ul style="list-style-type: none"> <li>Can help to identify details in highlight and very dark areas simultaneously</li> <li>Allows to use shoots that would have been discarded before due to burned areas in the highlights</li> </ul>



<b>Product</b>	<b>SRG-300/PoE</b>
<b>Target market</b>	HOW, Government, Education, Events
<b>Availability</b>	Now
<b>List price € (EU T2 pricing)</b>	2790€
<b>Category</b>	UCB



Top features	Customer Benefits
<b>Up to 1080/50P supported via HDMI</b>	<ul style="list-style-type: none"> <li>• Very precise and smooth capture of movements thanks to progressive scan and output</li> <li>• Easy and cheap monitoring via HDMI interface</li> </ul>
<b>30x optical zoom (plus x12 digital), and View-DR for Extreme contrast scenes</b>	<ul style="list-style-type: none"> <li>• Huge zoom ratio, ideal for lecture theatres and big corporate boardrooms</li> <li>• Reduce the number of cameras to be deployed ("one covers all")</li> <li>• Possible to memorize a big number of positions (like in big audiences),</li> <li>• Get details in highlights and dark areas, specially useful in halls and rooms with unwanted or uncontrolled light sources.</li> </ul>
<b>Visca over IP Control</b>	<ul style="list-style-type: none"> <li>• Very simple camera system configuration in Ethernet network</li> <li>• Up to 112 cameras in a system with multiple RM-IP10 remote panels. Perfect for applications like big multicamera systems in reality shows or big events.</li> </ul>
<b>PoE solution with SoundControl RC5-S30</b>	<ul style="list-style-type: none"> <li>• Very easy and simple installation by using just one Cat5 cable for video and power transmission</li> <li>• Expand installation possibilities by reducing the number of elements required on-site</li> </ul>

<b>Product</b>	<b>BRC-Z330/PoE</b>
<b>Target market</b>	Small studios, HOW, Government, Education, Events
<b>Availability</b>	Now
<b>List price € (EU T2 pricing)</b>	3177€
<b>Category</b>	OMP



**Sound Control  
RC2-HDS**



Top features	Customer Benefits
<b>Compact size with very wide pan mechanism (<math>\pm 175^\circ</math>)</b>	<ul style="list-style-type: none"> <li>Minimize number of equipment by covering a very wide area.</li> <li>Ideal in non-intrusive applications like government halls, opera and auditoriums.</li> </ul>
<b>Gen-lock input (HD tri-level or SD black-burst accepted)</b>	<ul style="list-style-type: none"> <li>Can be integrated in Live productions and referenced with external genlock signal.</li> <li>Minimum system delay since no need of frame synchronizer on the switcher</li> </ul>
<b>Visca over IP Control</b>	<ul style="list-style-type: none"> <li>Very simple camera system configuration in Ethernet network</li> <li>Up to 112 cameras in a system with multiple RM-IP10 remote panels. Perfect for applications like big multicamera systems in reality shows or big events.</li> </ul>
<b>PoE solution with SoundControl RC2-HDS</b>	<ul style="list-style-type: none"> <li>Very easy and simple installation by using just one Cat5 cable for video and power transmission</li> <li>Packs with BRC-H900, BRC-Z700 and BRC-Z330 (in /IP and /SDI config) and with BRC-H700/SDI being prepared to be launched soon</li> </ul>

**SONY**

**Camcorders**

<b>Product</b>	<b>PXW-X70 v2.0 + 4K</b>
<b>Target market</b>	Event videographer, ENG and journalists, bloggers, education, corporate, live music
<b>Availability</b>	Available
<b>List price € (EU T2 pricing)</b>	2313€ (camera), 488€ (4K upgrade), FOC (v2.0)
<b>Category</b>	OMP



Top features (NEW FIRMWARE)	Customer Benefits
Network functions: Streaming + FTP	<ul style="list-style-type: none"> <li>Wireless transmission for FTP full quality files: easy contents transfer</li> <li>Direct broadcasting from camera head: conferences, surveillance, events...</li> </ul>
Proxy recording	<ul style="list-style-type: none"> <li>Smaller quality takes for pre-editing: flexible time-saving workflow</li> </ul>
4K (QFHD) available via CBKZ-X70FX	<ul style="list-style-type: none"> <li>Upgrade can be purchased to obtain full sensor resolution at 60 Mbps for added value in every user take, with low weight files and no need for additional equipment nor dedicated media</li> </ul>

**240 4K upgrades sold to date**  
(as of September 2<sup>nd</sup> 2015)

<b>Product</b>	<b>HXR-NX100</b>
<b>Target market</b>	Online, Education, Corporate, Live Event, Entry level ENG
<b>Availability</b>	End October 2015
<b>List price € (EU T2 pricing)</b>	1819€
<b>Category</b>	OMP



Top features	Customer Benefits
20 Mp 1" Exmor R CMOS sensor	<ul style="list-style-type: none"> <li>• High sensitivity for dark environments keeping low noise</li> <li>• Depth of field proper for both fictional and reality shootings</li> </ul>
3 independent manual lens rings	<ul style="list-style-type: none"> <li>• For professional's comfort: when coming from prior pro models, migration is easy</li> </ul>
Up to 48x zoom (optical + Clear Image + Digital Extender)	<ul style="list-style-type: none"> <li>• Clear Image Zoom technology available for long range takes with best quality</li> <li>• 29 mm for angular takes: even in tight spaces, no angular adaptor is needed</li> </ul>
XAVC-S codec, 50 Mbps + AVCHD + DV	<ul style="list-style-type: none"> <li>• Takes can be recorded at a professional broadcast bitrate</li> </ul>
4-positions ND filter	<ul style="list-style-type: none"> <li>• No need to close iris and change DoF to keep light under control</li> <li>• All takes can have the same aesthetics/bokeh</li> </ul>

<b>Product</b>	<b>PXW-FS5</b>
<b>Target market</b>	Weddings, online video, corporate, music video
<b>Availability</b>	Dec 2015 (Target)
<b>List price € (EU T2 pricing)</b>	5853€ (FS5), 6364€ (FS5K) tentative
<b>Category</b>	OMP



NEW

Embargoed until 11<sup>th</sup> September

Top features	Customer Benefits
Super 35 mm 4K sensor	<ul style="list-style-type: none"> <li>Gorgeous image with shallow Depth of Field</li> <li>Great sensitivity, nice for low-light shooting</li> <li>All signal available even in highly contrasted environments (indoor+outdoor, window...)</li> </ul>
Variable ND filter	<ul style="list-style-type: none"> <li>Allows to keep same aesthetics (DoF) independently of the light, with no overexposure</li> </ul>
Up to 240 fps in Full HD resolution	<ul style="list-style-type: none"> <li>Added value thanks to S35 + super slow motion.</li> <li>8 seconds burst for recording events that can have happened "in the immediate past"</li> </ul>
Best ergonomics	<ul style="list-style-type: none"> <li>Small body with multi-position rotatable grip: several shooting positions</li> <li>Magnesium body that keeps weight under 1 kg (body): user's arm won't be tired</li> </ul>
E-mount: almost ANY lens can be used via adaptor	<ul style="list-style-type: none"> <li>Users can save lots of money by re-using their lenses (typically EF) on this new camera</li> <li>Even Super16 mm lenses can be used without vignetting, via Center Scan Mode</li> </ul>
Multi-interface shoe	<ul style="list-style-type: none"> <li>MI shoe available for audio and other accessories</li> <li>UWP-D receiver can be used with SMAD-P3 for wireless audio</li> <li>HVL-LBPC torch</li> </ul>

# Comparison: FS5 vs FS7 vs FS700

## PXW-FS7: "RUN & GUN"

- XQD x2
- SDI x2
- Continuous 180 fps (Full HD)
- QFHD XAVC-I and XAVC-L 60p
- HD XAVC-L and XAVC-I
- MPEG-2 HD
- 4K FS RAW output (with XDCA)
- Extension unit (with XDCA)
- ProRes HD (with XDCA)
- Test and DC OUT (with XDCA)
- Genlock IN (with XDCA)
- TC IN/OUT (with XDCA)



## PXW-FS5: "GRAB & SHOOT"

- SD x2
- SDI x1
- 240 fps 8-seconds burst (Full HD)
- QFHD XAVC-L 30p
- HD XAVC-L
- AVCHD



## NEX-FS700:

- SD x1 + HXR-FMU128
- SDI x1
- 240 fps 8-seconds burst (Full HD), continuous with IFR5+R5
- AVCHD
- 4K FS RAW output (with IFR5+R5)



Product	PXW-FS7 Firmware Ver 3.0
Target market	Documentary & Broadcast
Availability	Within 2015
List price € (EU T2 pricing)	FOC via pro.sony.eu
Category	OMP



Top features	Customer Benefits
Support for “2K Full” and “2K Center” Scan mode	<ul style="list-style-type: none"> <li>• <b>Direct use of S16mm lenses (via 3<sup>rd</sup> party adapter)</b></li> <li>• 2k Center Scan mode can be used to double the focal length of a lens. Less lenses which needs to be carried with</li> <li>• Only 2/3 F-Stop lost by using 3<sup>rd</sup> party adapters and standard 2/3” lenses</li> </ul>
Support for adjusting the Focus Magnification area position	<ul style="list-style-type: none"> <li>• <b>Checking the focus even outside the middle of the screen</b> without moving the camera</li> </ul>
Support of „Noise Suppression” feature in CineEI mode	<ul style="list-style-type: none"> <li>• Possibility to reduce visible Noise while shooting dark scenes</li> </ul>
Support of „Interval Recording” function	<ul style="list-style-type: none"> <li>• Great for stop motion and time lapse shots</li> </ul>



<b>Product</b>	<b>PXW-X320</b>
<b>Target market</b>	Regional BCs, Local TV stations, Corporate Production
<b>Availability</b>	UK Tech ex.factory since Aug. 2015
<b>List price € (EU T2 pricing)</b>	11.500€ (incl. Lens, Viewfinder & Stereo Mic. )
<b>Category</b>	RBC



**ATRESMEDIA**



Chosen by Atresmedia, Spain.  
50x PXW-X320+ CBK-WA101

Top features	Customer Benefits
<ul style="list-style-type: none"> <li>• 1/2" CMOS Exmor sensor, 3D Noise Reduction, 60dB, F12 sensitivity (50i)</li> <li>• Built-in flash band reducer, ALAC H+V</li> <li>• Optimized balance on shoulder – light weight on right arm</li> <li>• Quarter Full HD LCD viewfinder</li> <li>• 16x5.8 Fujinon AF zoom lens provided as standard</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Sony unique 1/2 " sensor</b></li> <li>• <b>Low budget alternative to PMW-400K</b></li> <li>• <b>Best price/quality in shoulder camcorder market</b></li> <li>• <b>Professional broadcast ergonomics and robustness</b></li> <li>• <b>Fast and accurate HD focus</b></li> </ul>
<ul style="list-style-type: none"> <li>• XAVC Intra + Long GoP &amp; all legacy recording formats :</li> <li>• MPEG2 HD422(50Mbps)</li> <li>• MPEG2 HD420(35Mbps)</li> <li>• SD : MPEG2 IMX-50, DVCAM (25 Mbps)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Smooth migration to next generation codec</b> Use most efficient SD or HD codecs today and Switch over to XAVC next generation HD42210bits codec WF when ready</li> </ul>
<ul style="list-style-type: none"> <li>• Wireless adapter hot mount: CBK-WA101 ready</li> <li>• Ultra-fast workflow with File Transfer (FTP push) or Live Streaming</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Easy clip-on of wireless adapter</b></li> <li>• <b>FTP push, Non QoS &amp; Sony QoS live streaming to PWS-100RX1</b> (QoS=Quality of Service)</li> </ul>
<ul style="list-style-type: none"> <li>• Support CA-TX70 Digital Triax or CA-FB70 Fiber adapter (CBK-CE01 option required).</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Most affordable live production camera system + Recorder</b></li> </ul>



<b>Product</b>	<b>PXW-X500 V2.04 Firmware Update</b>
<b>Target market</b>	High-end Broadcast, Magazines, News & Sports
<b>Availability</b>	August 2015 (on Sharepoint, not yet on Global Sony Sites !)
<b>List price € (EU T2 pricing)</b>	Firmware FOC
<b>Category</b>	RBC



**NRK**



More than 100 units in use

V2.04 Top features ( = V2.03 + improvements )	Customer Benefits
<ul style="list-style-type: none"> <li>Faster boot-up &amp; REC Stop/Start reaction</li> <li>Picture Cache available</li> </ul>	<ul style="list-style-type: none"> <li><b>Don't miss any take in news/sports operations</b></li> </ul>
<ul style="list-style-type: none"> <li>PXWK-501 (Apple ProRes 422) &amp; PXWK-502 (Avid DNxHD) license keys are supported</li> </ul>	<ul style="list-style-type: none"> <li><b>More post-production flexibility for Apple FCP and AVID MC/NC users</b></li> </ul> <div>   </div>
<ul style="list-style-type: none"> <li>User files and Reference files save/recall</li> </ul>	<ul style="list-style-type: none"> <li><b>Cameraman easy setup and confidence</b></li> </ul>
<ul style="list-style-type: none"> <li>Digital Extender x2, x3, x4 available</li> </ul>	<ul style="list-style-type: none"> <li><b>Powerful extender with no sensitivity loss for News</b></li> </ul>
<ul style="list-style-type: none"> <li>Slot select from left side assign buttons</li> </ul>	<ul style="list-style-type: none"> <li><b>Fast media exchange for News /SNG operations</b></li> </ul>
<ul style="list-style-type: none"> <li>Roadmap to V3.0 firmware (October 2015 release)</li> </ul>	<ul style="list-style-type: none"> <li><b>More Features = More workflow flexibility</b></li> </ul>

<b>Product</b>	<b>PXW-X500 V3.0 Firmware roadmap</b>
<b>Target market</b>	High-end Broadcast, Magazines, News & Sports
<b>Availability</b>	October end 2015 ( no beta version at IBC)
<b>List price € (EU T2 pricing)</b>	Firmware FOC
<b>Category</b>	RBC



**NRK**



More than 100 units in use










Top new features	Customer Benefits
<ul style="list-style-type: none"> <li>• Faster Power-On , Character display on VF &amp; Menu Access</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Better reactivity in news operations</b></li> </ul>
<ul style="list-style-type: none"> <li>• 4G LTE and CBK-WA02 (5Ghz) dongles support</li> </ul>	<ul style="list-style-type: none"> <li>• <b>SONY high quality QoS Live streaming to PWS-100RX1</b></li> </ul>
<ul style="list-style-type: none"> <li>• Remote Control from Network RX Station (bit rate set, rate indic,GPS...)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Stress less, Cameraman stay focused on the action</b></li> </ul>
<ul style="list-style-type: none"> <li>• 6Mbps (1280 x 720) , Proxy File Recording added</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Listening to VOC and Market feedback</b></li> </ul>
<ul style="list-style-type: none"> <li>• Proxy file trimming by Content Browser Mobile</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Bandwidth efficiency , push news highlights only</b></li> </ul>
<ul style="list-style-type: none"> <li>• Interval Recording &amp; seamless playback adjacent clips</li> </ul>	<ul style="list-style-type: none"> <li>• <b>More creativity &amp; better usability</b></li> </ul>
<ul style="list-style-type: none"> <li>• GPS data recording on SD card Proxy File &amp; Log File</li> </ul>	<ul style="list-style-type: none"> <li>• <b>More Features = More workflow flexibility - click <a href="#">here</a> to download.</b></li> </ul>

<b>Product</b>	<b>HDVF-EL20/-EL30</b>
<b>Target market</b>	F65, High-end Broadcast, Magazines, Live production.
<b>Availability</b>	December 2015
<b>List price € (EU T2 pricing)</b>	5.5K Euro / 7.5K Euro (tentative)
<b>Category</b>	RBC



Top features	Customer Benefits
<ul style="list-style-type: none"> <li>0.7-inch full HD (1920x1080) Organic Light Emitting Diode (OLED)</li> </ul>	<ul style="list-style-type: none"> <li><b>Eco friendly , CRT like picture motion</b></li> </ul>
<ul style="list-style-type: none"> <li>High contrast, no LCD delay, Blur free,</li> </ul>	<ul style="list-style-type: none"> <li><b>High Dynamic range , always in focus , ultimate Resolution</b></li> </ul>
<ul style="list-style-type: none"> <li>HDVF 20pin Analog HD viewfinder Interface</li> </ul>	<ul style="list-style-type: none"> <li><b>Replaces HDVF-20A , HDVF-200, HDVF-C35W, HDVF-C30W / WR</b></li> <li><b>Compatible with HDC, HSC, F65 cameras &amp; HDW, PDW, PXW-X500 camcorders</b></li> </ul>
<ul style="list-style-type: none"> <li>2 Assignable buttons including HiEYE view</li> </ul>	<ul style="list-style-type: none"> <li><b>Flexibility and long distance viewing</b></li> </ul>
<ul style="list-style-type: none"> <li>3.5-inch Quarter HD (960 x 540) sub-LCD panel ( HDVF-EL30)</li> </ul>	<ul style="list-style-type: none"> <li><b>All in One : VF wide eyepiece &amp; LCD monitoring</b></li> </ul>
<ul style="list-style-type: none"> <li>Tally &amp; Camera number display on LCD (HDVF-EL30 )</li> </ul>	<ul style="list-style-type: none"> <li><b>On set simple &amp; easy setup of multi camera system</b></li> </ul>








# XAVC WF Support : NLE Partners and Sony SW Products

Software Products		Supplier	XAVC Intra				XAVC Long GOP (4:2:2) 10 bit		XAVC Long GOP (4:2:0) 8bit	
			Decode		Encode		Dec	Enc	Dec	Enc
			4K	HD	4K	HD	HD	HD	QFHD	QFHD
	Premiere Pro CC (native)	Adobe	✓	✓	✓	✓	✓	H1 FY15	✓	H1 FY15
	EDIUS PRO 7	Grass Valley	✓	✓	✓	✓	✓	✓	✓	✓
	Media Composer 7.0.4/ 8.3.1 By XAVC Plug-in (PDZK-MA2 v3.40)	Sony	✓	✓	✓	✓	✓	✓	✓	July 2015
	FCP-X (native) w/ ProVideo Format v2.0	Apple	✓	✓			✓		H1 FY15	
	Calibrated {Q}	Calibrated Software	✓	✓						
	Vegas Pro 13	SCS	✓	✓	✓	✓	✓	✓	✓	✓
	Content Browser v2.3	Sony	✓	✓			✓		✓	
	RAW Viewer v2.2	Sony	✓	✓	✓	✓				
	Catalyst Browse v1.2 Catalyst Prepare v2.0 Catalyst Edit v1.0	Sony	✓	✓	✓	✓	✓	✓	✓	✓
	XPRI NS (Standalone)	Sony		Q2 FY15		FY15	Q2 FY15	FY15		

# Wireless Adapter & Camcorder XAVC Proxy file operation

Importing XAVC Proxy is available for the major NLEs listed below.

XAVC Proxy file operation on major NLEs

Software Products	Version	Import	Timecode Handling *2	Proxy-HiRes Relink *3
 Avid Media Composer *1	7.0.4	✓	✓	FY15 2H
 Adobe Premiere Pro CC	2014	✓	✓	✓
 Apple Final Cut Pro X	10.1.1	✓	✓	Study
 Grass valley EDIUS PRO	7.31	✓	✓	Study
 Sony Creative Software Vegas Pro	13	✓	✓	✓
 XPRI NS (stand alone)	By Option for 5.4.2	2Q FY15	2Q FY15	2Q FY15
 Media Backbone Sonaps	By Option for 5.4.2	✓	✓	✓

\*1) Works with QuickTime AMA Plugin Version 1.3 (natively installed with Media Composer)

\*2) Start Timecode can only be handled on these NLEs.

\*3) Can relink proxies with Hi-Res files generated on following camcorders and deck:

PXW-X500/X200/X180, PMW-500/400/300/200/160/150/50.

<b>Product</b>	<b>PWS-100RX1</b>
<b>Target market</b>	Broadcast, Local TV, Web, Newspapers & Magazines
<b>Availability</b>	July 2015
<b>List price € (EU T2 pricing)</b>	7.700 €
<b>Category</b>	RBC



Top features	Customer Benefits
<ul style="list-style-type: none"> <li>• <b>Single</b> LAN, WLAN or 4G dongle operations</li> <li>• Respects EU regulation radiation levels</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Easy to attach to every camera in your fleet, new or old.</b></li> <li>• <b>Low-cost alternative to TVU, Live-U, bonding solutions, etc.</b></li> <li>• <b>Light and ergonomics: no backpack</b></li> </ul>
<ul style="list-style-type: none"> <li>• Enables <b>Sony QoS technology</b>, combining: <ul style="list-style-type: none"> <li>• <b>ARQ</b>: Automatic Repeat Request</li> <li>• <b>ARC</b>: Adaptive Rate Control</li> <li>• <b>FEC</b>: Forward Error Correction</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Sony QoS = Sony <u>unique</u> technology</b></li> <li>• <b>High Picture (H264 codec) quality even in a challenged network bandwidth</b></li> <li>• Demo video: <a href="#">here</a></li> </ul>
<ul style="list-style-type: none"> <li>• User Interface available: <ul style="list-style-type: none"> <li>Display TX online/offline status</li> <li>Control streaming bitrate/latency</li> </ul> </li> <li>• 1x user interface monitors up to 10 incoming streams /RX Station</li> <li>• Multiple PWS-100RX1 can be connected to a master RX Station</li> </ul>	<ul style="list-style-type: none"> <li>• <b>User-friendly and easy to manage operation</b></li> <li>• <b>One man operation = single operator can control many streams from station</b></li> <li>• <b>(future roadmap): single operator will control transmitter parameters</b></li> </ul>
<ul style="list-style-type: none"> <li>• Up to 2x stream outputs (2<sup>nd</sup> via optional license key)</li> <li>• 4x assignable SDI outputs per PWS-100RX1</li> </ul>	<ul style="list-style-type: none"> <li>• <b>More flexibility in system integration and daily news operations</b></li> </ul>



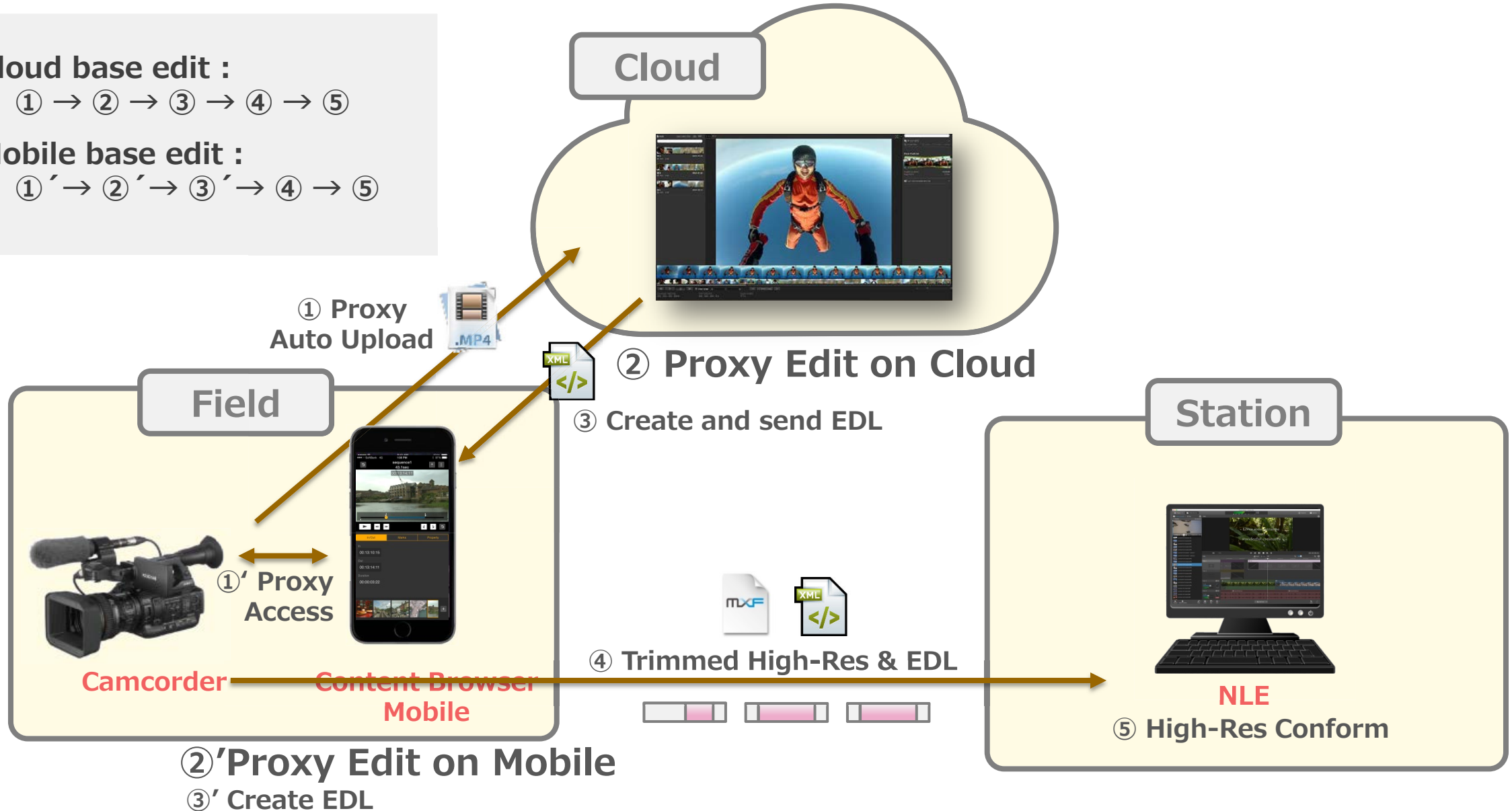
# Demo 1 and 3: Edit on Mobile and Cloud

Cloud base edit :

① → ② → ③ → ④ → ⑤

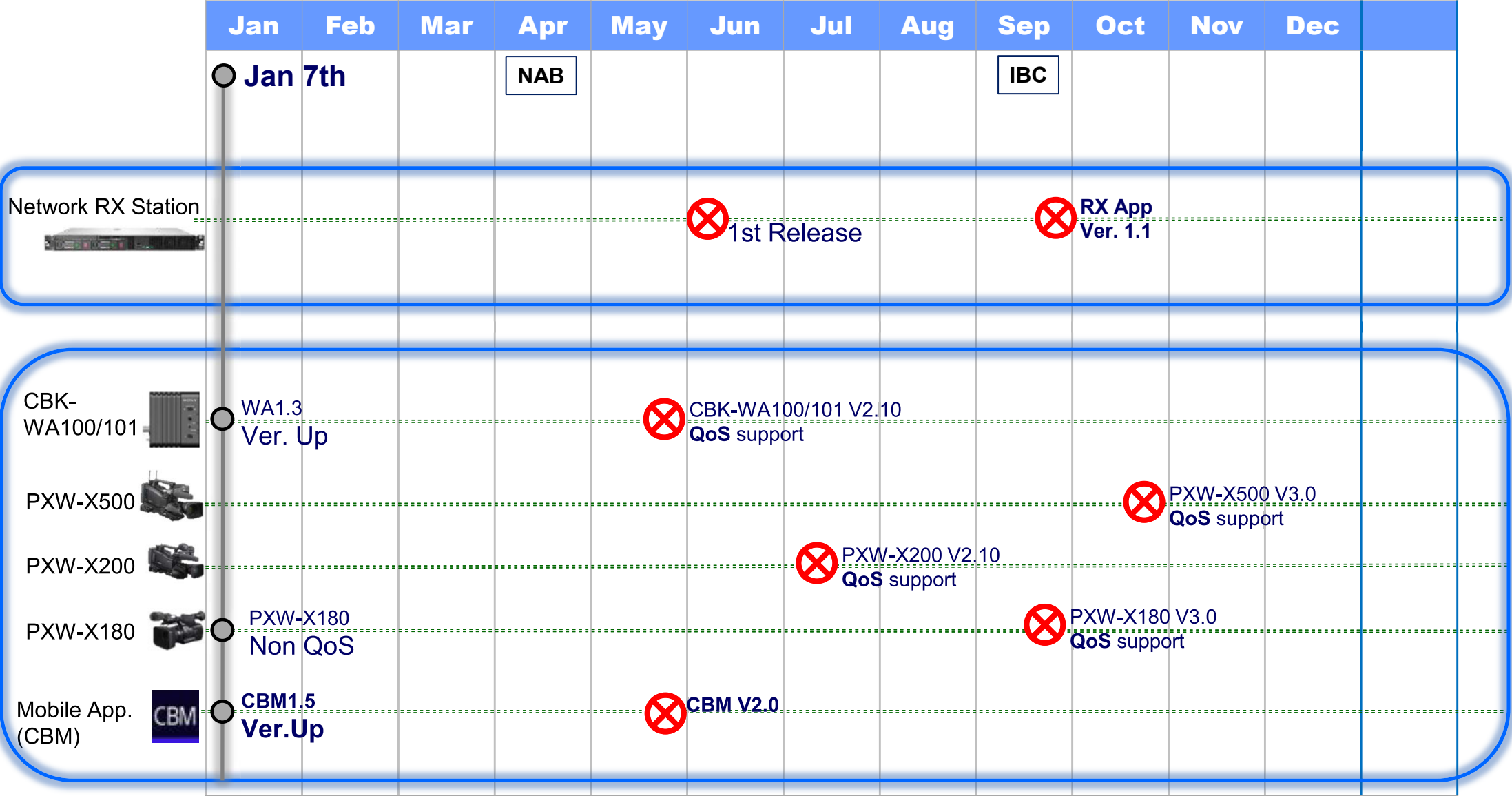
Mobile base edit :

①' → ②' → ③' → ④ → ⑤





# 2015 Roadmap



<b>Product</b>	<b>PMW-PZ1</b>
<b>Target market</b>	Cinematography, Broadcast, Corporate
<b>Availability</b>	June 2015
<b>List price € (EU T2 pricing)</b>	3300 €
<b>Category</b>	OMP



Top features	Customer Benefits
<p>Playback 4K and HD content from SXS memory card or from <u>SSD</u> external drive via USB:</p> <ul style="list-style-type: none"> <li>• on the PMW-PZ1 itself (small display)</li> <li>• output to a professional monitor or consumer TV</li> <li>• output to digital signage or projectors</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Save time - immediate playback and check of 4K content on location</b> <ul style="list-style-type: none"> <li>• No need for content format rework before playback</li> <li>• No need to use the camera as a player</li> </ul> </li> </ul>
<p>Playback “Full 4K” @ 50/P60P “ (4096 x 2160)</p>	<ul style="list-style-type: none"> <li>• <b>Unique on the market – for accurate picture rendering</b></li> </ul>
<p>Copy content from SxS/XQD/SD cards directly to external drive (HDD, SSD)</p>	<ul style="list-style-type: none"> <li>• <b>Easy Copy and Back up Process</b> <ul style="list-style-type: none"> <li>• content back up <b>without any other device needed</b></li> <li>• <b>Safe: verify function</b> available before copying to avoid any copy error</li> </ul> </li> </ul>
<p>Multi-format Capability in 4K and HD</p> <ul style="list-style-type: none"> <li>• Playback a variety of formats including XAVC Intra, XAVC Long, XAVC S-Long*, MPEG HD422* and MPEG HD* (*Requires firmware upgrade, fall 2015)</li> <li>• Inputs/outputs for easy connections, intuitive interface</li> <li>• Various media: SxS, XQD/SD (with adapter) and external HDD/SSD Drive</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Connectivity and inter-operability with other devices to enable quick and easy operation.</b></li> </ul>

**SONY**

**Alpha**

<b>Product</b>	<b>Alpha 7S (ILCE-7S Kits)</b>
<b>Target market</b>	online video, freelancers, B-/C- cam
<b>Availability</b>	Now
<b>List price € (EU T2 pricing)</b>	€2,188 / €2,267 / €2,673
<b>Category</b>	OMP



Top features	Customer Benefits
Ultra high sensitivity up to ISO 409600	<ul style="list-style-type: none"> <li>• Ultra high sensitivity, nice for low-light shooting: Up to ISO 409600</li> <li>• 12MP Full Frame sensor with gorgeous shallow Depth of Field</li> <li>• Fast Response: High-speed readout 3.5 times faster than α7R</li> </ul>
4K movie recording (external recorder required)	<ul style="list-style-type: none"> <li>• World's first full-frame sensor capable of full pixel read-out without pixel binning</li> <li>• 4K (QFHD) HDMI video output while utilising the full width of the sensor</li> </ul>
XAVC S codec and other professional features	<ul style="list-style-type: none"> <li>• XAVC S codec for internal recording</li> <li>• Slog-2 gamma</li> </ul>
E-mount: almost ANY lens can be used via adaptor	<ul style="list-style-type: none"> <li>• A short flange distance means almost any lens can be mounted on the A7S using an adaptor. A wide range of lenses from native E-mount to PL mount can be used to shoot on this camera</li> </ul>

<b>Product</b>	<b>Alpha 7R Mark 2</b>
<b>Target market</b>	online video, Corporate
<b>Availability</b>	TBC
<b>List price € (EU T2 pricing)</b>	
<b>Category</b>	Only available in consumer category



Top features	Customer Benefits
<p>World's First Back-Illuminated 35mm Full-Frame Sensor*</p> <p>* Among digital cameras with a full-frame image sensor. As of June 2015 press release, based on Sony research.</p>	<ul style="list-style-type: none"> <li>• High Resolution: 42.4 effective MP</li> <li>• Gorgeous image with shallow Depth of Field</li> <li>• High sensitivity, nice for low-light shooting: Up to ISO 102400*</li> <li>• Fast Response: High-speed readout 3.5 times faster than α7R</li> </ul>
Fast Hybrid AF upgraded to 399 focal plane phase-detection AF points	<ul style="list-style-type: none"> <li>• Highest number of phase-detection AF points at 399, and widest coverage of 45% of the image area, in the world: Up to 40% faster AF speed compared to α7R</li> </ul>
5-axis image stabilization optimized for 42.4 megapixels full-frame sensor	<ul style="list-style-type: none"> <li>• Compatibility with wide-ranging mountable lenses.</li> <li>• Compensation effect is equivalent to using a 4.5-step* faster shutter speed</li> </ul>
Internal 4K movie recording features full pixel readout without pixel binning	<ul style="list-style-type: none"> <li>• Collects information from approx. 1.8x as many pixels as required for 4K movies</li> <li>• The world's first** camera to offer 4K movie recording in full-frame format</li> </ul>
E-mount: almost ANY lens can be used via adaptor	<ul style="list-style-type: none"> <li>• Users can save lots of money by re-using their lenses (typically EF) on this new camera</li> <li>• Even Super16 mm lenses can be used without vignetting, via Center Scan Mode</li> </ul>

\*\* Among digital cameras with a full-frame image sensor. As of June 2015 press release, based on Sony research.

\* With expanded ISO range. Only for shooting still images.

# A7S vs A7RM2



	α7S	α7R II
Sensor size	35mm Full Size Exmor CMOS	35mm Full Size <b>Exmor R CMOS</b>
Gross pixels	12.4M	42.4M
Lens mount	E Mount	E Mount
ISO	<b>409600</b> (expanded)	102400 (expanded)
Codec	XAVC S, AVCHD, MP4	XAVC S, AVCHD, MP4
4K internal Rec	External	QFHD30P ( <b>100Mbps</b> XAVC-S)
FHD slow	(1280x720 120fps)	(1280x720 120fps)
Full pixel readout (FF mode)	<b>Yes</b>	No
Full pixel readout (S35 mode)	Yes	Yes
Log	S-log 2	S-log 2
In-body Image stabilization	No	<b>5 axis</b>
HDMI output	Yes	Yes
Rec Media	MS/SD card(1)	MS/SD card(1)
EVF	OLED XGA(1024×768)	OLED XGA(1024×768)
Weight	<b>0.45kg</b>	0.58kg



<b>Product</b>	<b>RX10M2</b>
<b>Target market</b>	online video, freelancers, B-/C- cam
<b>Availability</b>	TBC
<b>Price €</b>	€1,599 inc VAT (street price)
<b>Category</b>	Only available in consumer category



Top features	Customer Benefits
Internal 4K (QFHD) movie recording	<ul style="list-style-type: none"> <li>World's first 1-inch stacked CMOS back-illuminated sensor with DRAM made internal 4K recording with full pixel read-out without pixel binning (i.e. stunning image quality) possible. This small package is perfect when shooting in tight space, or as a walk-around B-cam.</li> </ul>
Super slow motion up to 1000fps	<ul style="list-style-type: none"> <li>World's first 1-inch stacked CMOS back-illuminated sensor with DRAM also made super slow motion recording possible in this small package. Slow motion Full HD quality is available at 240fps, and super slow motion up to 1000fps is also available at lower quality. This compact camera can be used as a special cam just for slow motion.</li> </ul>
24-200mm F2.8 Carl Zeiss lens	<ul style="list-style-type: none"> <li>With 24-200mm range at maximum fixed F2.8 throughout the zoom range, this camera is extremely versatile for a wide range of shooting situations.</li> </ul>
S-log2 gamma	<ul style="list-style-type: none"> <li>S-log2 gamma made it possible to capture at maximum dynamic range and it is easier to grade together with footages from other cameras.</li> </ul>

<b>Product</b>	<b>RX100M4</b>
<b>Target market</b>	online video, freelancers, B-/C- cam
<b>Availability</b>	TBC
<b>Price €</b>	€1,149 inc VAT (street price)
<b>Category</b>	Only available in consumer category



Top features	Customer Benefits
Internal 4K (QFHD) movie recording	<ul style="list-style-type: none"> <li>World's first 1-inch stacked CMOS back-illuminated sensor with DRAM made internal 4K recording with full pixel read-out without pixel binning (i.e. stunning image quality) possible. This small package is perfect when shooting in tight space, or as a walk-around B-cam, or even on a gimbal.</li> </ul>
Super slow motion up to 1000fps	<ul style="list-style-type: none"> <li>World's first 1-inch stacked CMOS back-illuminated sensor with DRAM also made super slow motion recording possible in this small package. Slow motion Full HD quality is available at 240fps, and super slow motion up to 1000fps is also available at lower quality. This compact camera can be used as a special cam just for slow motion.</li> </ul>
S-log2 gamma	<ul style="list-style-type: none"> <li>S-log2 gamma made it possible to capture at maximum dynamic range and it is easier to grade together with footages from other cameras.</li> </ul>

<b>Product</b>	<b>CLM-FHD5</b>
<b>Target market</b>	online video, freelancers
<b>Availability</b>	NOW
<b>Price €</b>	€699 inc VAT (street price)
<b>Category</b>	Only available in consumer category



Top features	Customer Benefits
Compact 5" Full-HD monitor	<ul style="list-style-type: none"> <li>• Full HD resolution for crisp images, enabling precise focus check</li> </ul>
A wide range of shooting assistance functions	<ul style="list-style-type: none"> <li>• 3x or 6x magnification for focus check</li> <li>• Peaking</li> <li>• False color for checking exposure</li> <li>• S-log display assist: To display S-log image with brightness and contrast close to regular shooting mode</li> </ul>
Various power source	<ul style="list-style-type: none"> <li>• Takes a wide range of power source: AC-PW10AM, NP-FW50, NP-FM500H, NP-FV50, NP-FV70, NP-FV100A</li> </ul>

**SONY**

**HDR**

# High Dynamic Range (HDR) .....

- HDR provides,

... Brighter highlights, deeper blacks, richer colours

# Why is HDR a hot subject at IBC?

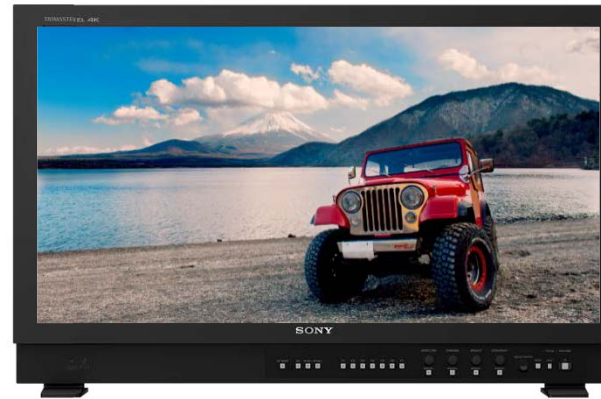
First HDR movies and TV shows completed

More life-like pictures

Cameras are in widespread use

First live broadcast trials completed

## HDR



Grading monitor is here

TVs with higher dynamic range are here

Standards for mastering and delivery are appearing

First post production workflows are here



# Why are we so excited about HDR?

## Using CineAlta

First HDR movies and TV shows completed

## Sony's strength

More life-like pictures

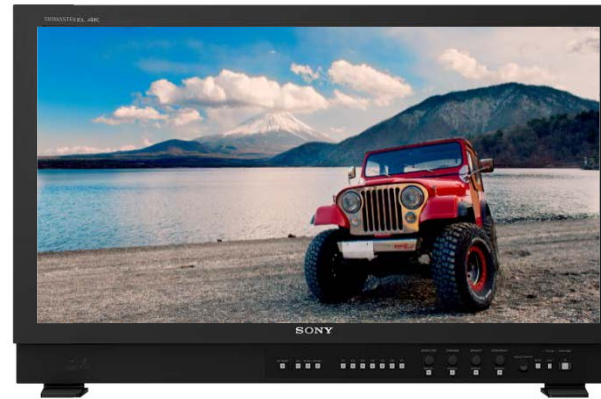
## CineAlta

Cameras are in widespread use

## Using Sony HDC-4300

First live broadcast trials completed

## HDR



## BVM-X300

Grading monitor is here

## Sony Bravia with X-tended Dynamic Range Pro™

TVs with higher dynamic range are here

## Sony participation

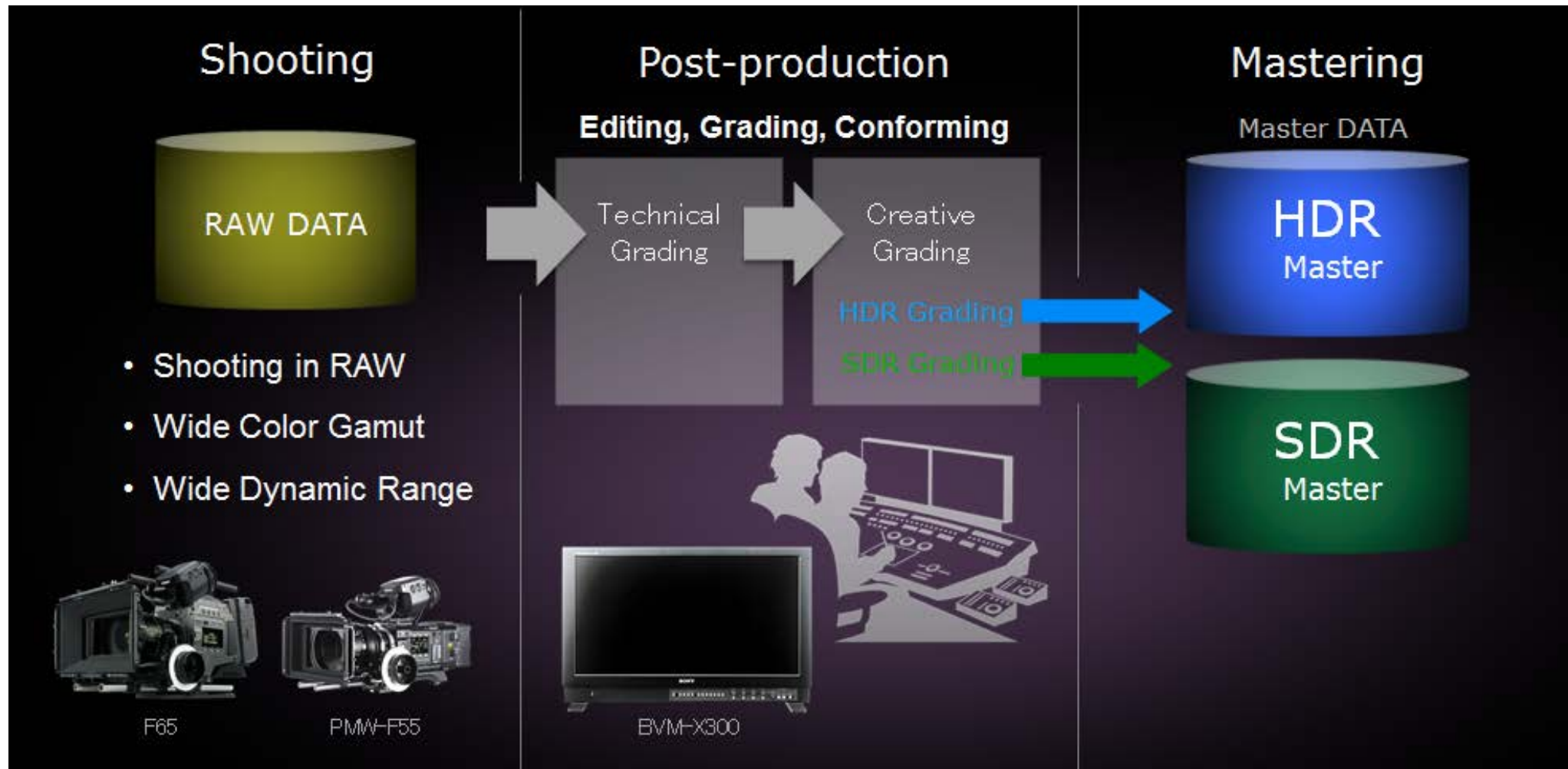
Standards for mastering and delivery are appearing

First post production workflows are here

**Sony + Alliance Partners**

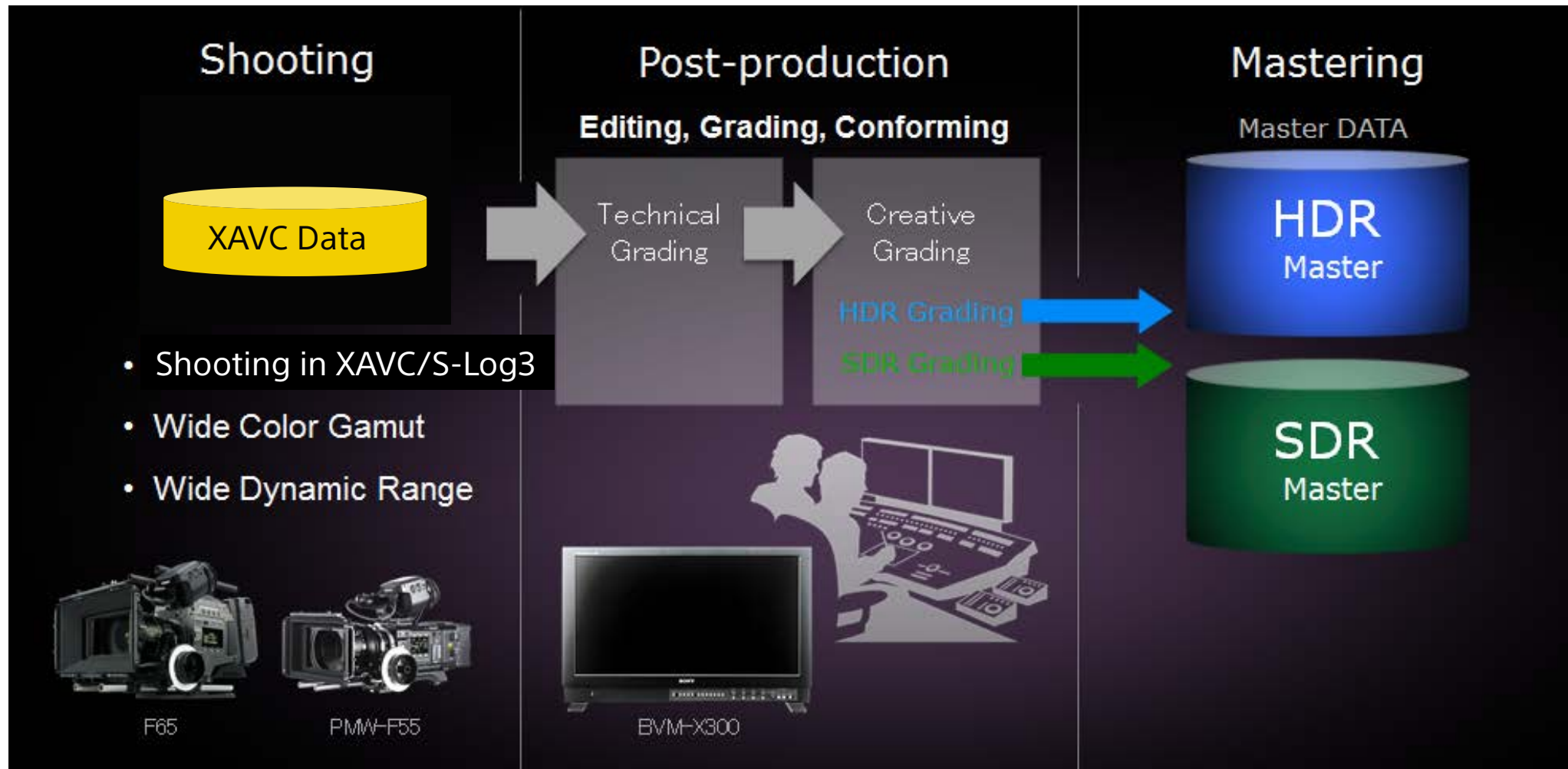
# HDR Production with Sony – Drama/Movies (RAW)

On the Stand!



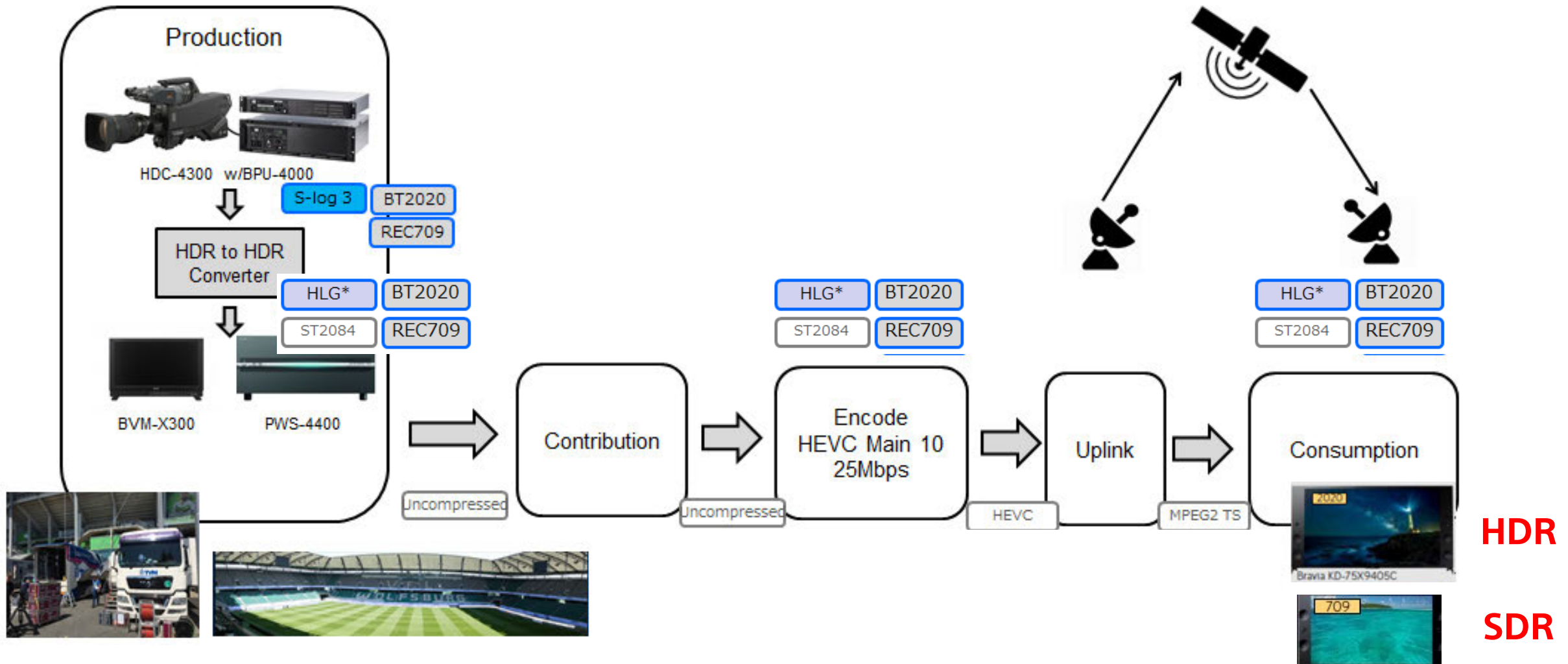
# HDR Production with Sony – Drama/Movies (XAVC)

On the Stand!



# World's First: HDR Live Trial with Sky Germany

\*HLG: Hybrid Log-Gamma



# Conclusions

- Sony's HDR production/post production tools support end-to-end HDR production
- We support the choice of EOTF ... ST 2084 and Hybrid Log-Gamma
- We recommend XAVC/S-Log3 for acquisition and for the Production Master (or 16-bit RAW, then convert to XAVC/S-Log3 as the Production Master)
  - And customer then chooses ST 2084 or HLG for the HDR Master
- For live, use S-Log3 in the camera. We will provide real time HDR to HDR conversion.
- Hybrid Log-Gamma is a straightforward solution for those working in live and has an advantage of good backwards compatibility with SDR displays.

**SONY**

## **F-Series Cameras**



Product	PMW-F5/55 + CBK-55BK	
Target market	Cinematographers, Rental Companies & Broadcast Stations	
Availability	now	
List price € (EU T2 pricing)	PMW-F5/CBK-55BK List Price EU: 17,500	PMW-F55/CBK-55BK List Price EU: 31,000
Category	RBC	



Top features	Customer Benefits
All F5/55 features are still usable	<ul style="list-style-type: none"> <li>By using the CBK-55BK NO feature/ function will be dropped. Even RAW recording is still available</li> <li>Keeps the flexibility of the F5/55 and combines this with the well known usability of a traditional shoulder camcorder</li> </ul>
Unique dock and sliding mechanism	<ul style="list-style-type: none"> <li>By just 3 steps the F5/55 can be attached to the CBK-55BK to become a solid and proper shoulder camcorder</li> <li>The shoulder support and the movable function block provides best shoulder balance support and keep the easy access to the most important functions</li> </ul>
Easy & Fast access to most needed function	<ul style="list-style-type: none"> <li>Important functions like AWB, Rec, Assign Buttons, Gain to get same usability as traditional 2/3" Camcorder</li> </ul>
Support for Wireless Audio Receiver	<ul style="list-style-type: none"> <li>Direct usage of Sony´s Wireless Audio receiver with Full control via the Camera Menu</li> <li>Easy Access to Audio section as it is at traditional 2/3" Shoulder Camcorders</li> </ul>

Product	PMW-F5/55 Firmware Ver 7.0
Target market	Digital Cinematography, Rental Companies, DoPs and Broadcast Stations
Availability	January 2016
List price € (EU T2 pricing)	FOC via pro.sony.eu
Category	RBC



Top features	Customer Benefits
Quick Menu	<ul style="list-style-type: none"> <li>• <b>Fast Access to most important menu functions via Subpanel display</b></li> <li>• Camera Assistant or Cameramen can operate the camera much faster like they are doing with other cinematography cameras</li> <li>• Most important functions will get quick access via 6 dedicated pages</li> </ul>
XAVC 4K/QFHD (50p/60p) + MPEG50(50i/60i) Simul. Recording*	<ul style="list-style-type: none"> <li>• <b>Keep the 4K/QFHD recording for future usage and use the MPEG50 directly today.</b> Ideal solution for broadcast stations, etc who are producing HD content today in MPEG50 (50i/60i)</li> </ul>
BT.R2020 colour space in Custom mode	<ul style="list-style-type: none"> <li>• <b>New standardized colour space for broadcast UHD productions</b></li> <li>• No conversion from S-Gamut needed if the final production should be for TV playback</li> </ul>

\* F5 needs CBKZ-55FX installed

Product	PMW-F5/55 Firmware Ver 7.0
Target market	Digital Cinematography, Rental Companies, DoPs and Broadcast Stations
Availability	January 2016
List price € (EU T2 pricing)	free of charge via pro.sony.eu
Category	RBC



Access via „Option“ Key

Project	Monitoring	MLUT
YPbPr(422)	S-Gamut3.Cine/SLog3	
23.98	SxS XAVC HD P	
1-60 FPS	4K	MPEG2 Proxy Off
Over 60FPS	2K Center	
Media	Viewfinder	Others

GUI image “Project page”

Product	F65 incl. CBK-65EL
Target market	Digital Cinematography, Rental Companies, DoPs
Availability	now
List price € (EU T2 pricing)	
Category	RBC



Top features	Customer Benefits
20MP, 8K CMOS Sensor combined with a Mechanical Shutter and built in ND filter	<ul style="list-style-type: none"> <li>• <b>Superb picture quality and best skintone reproduction</b></li> <li>• <b>No</b> Rolling Shutter artefacts</li> <li>• <b>Widest colour</b> gamut for capturing colours even wider than Rec.2020</li> </ul>
16bit RAW Recording supporting 120fps in 4K resolution	<ul style="list-style-type: none"> <li>• <b>RAW SQ</b> recording on SR Memory which can be debayered <b>up to 8K resolution</b> with new SRDM solution</li> <li>• Highest recording resolution, dynamic range and colour space for <b>perfect HDR Productions</b></li> <li>• <b>Slow Motion</b> up to 60fps in 8K and up to <b>120fps in 4K</b> resolution</li> </ul>
Enhanced LUT Management, Support of ACES Proxy Workflow and ASC-CDL Support	<ul style="list-style-type: none"> <li>• <b>Different LUT´s for each Output.</b> For example: DP can see a different LUT compared to Director, etc</li> </ul>
Control via iPad F65 Remote application	<ul style="list-style-type: none"> <li>• <b>Full F65 control</b> via iPad including <b>Live View</b> and <b>Colour processing</b></li> </ul>

**SONY**

**Monitors**

# Key Products Message

**BVM-X300** - The ultimate 4K reference monitor & future proof with HDR

- No real competition, unique sales opportunities !!

**PVM/LMD-A series** - User friendly and consistent line-up with OLED/LCD

- Customer's choice between Quality vs Price.
- Unique user features set with v1.1

**Auto White adjustment software** – Easy to use, peace of mind

- Common with all Sony monitors\*
- Compatible with 10 vendors colour probes

\* Except entry level LMD 10 series

<b>Product</b>	<b>BVM-X300 TRIMASTER EL™</b> <b>30-inch 4K OLED reference monitor</b>
<b>Target market</b>	Post production, Onset cinema, live production,
<b>Availability</b>	Now
<b>List price €</b> (EU T2 pricing)	€ 30,000
<b>Category</b>	RBC



Top features	Advantages	Benefits
Most advanced 4K OLED monitor for critical reference monitoring	Sony OLED panel exclusively made for professionals with TRIMASTER EL engine ensuring the ultimate picture performance and consistency.	Ultimate picture performance: - Quality, consistency, stability, repeatability
Full 4K (4096x2160) resolution 2K/HD format supported	Can display both Ultra HD and 4K resolution in native mode. Display 2K/Full HD resolution full screen on the 4K panel.	Wide scope of applications
Wide colour space reproduction	DCI-P3 compliant, S-GAMUT3.cine and S-GAMUT3. Support ITU-R BT.2020* colour gamut.	Support Cinema and Broadcast content creation
High Dynamic Range mode	2.4(HDR), S-log2, S-log3, SMPTE ST.2084	Enhance creativity for content creators. More natural images in the highlights.



<b>Product</b>	<b>PVM-A250/A170 TRIMASTER EL™</b> <b>High grade OLED picture monitor</b>
<b>Target market</b>	Live production, post production, Onset cinema, Field, Broadcast and B&I
<b>Availability</b>	Available
<b>List price € (EU T2 pricing)</b>	PVM-A250: €4,850 PVM-A170: €3,535
<b>Category</b>	RAV



Top features	Advantages	Benefits
Compact design	<b>Lighter, smaller and slim.</b> - 40% weight versus previous line-up	Lightweight, compact and robust – <b>Cost savings!</b>
Optimized low video-latency	<b>Less than 0.5 field !!</b>	Maintain audio lip sync. Minimise video delay in system environment.
Input versatility	3G-SDI (x2) I/O, HDMI (x1), composite (x1).	Most common video inputs and formats.
Waveform, Vector Scope and Audio level meter	Vector scope, line and field waveform with zoom function and 8 audio channel display.	Convenient for field monitoring and quick analysis of signal.
Camera focus function	Colour edges to help camera focus operation.	Fast camera Focus adjustment
<b>Optional protection kit</b> and Yoke-Mount capability (LMD-A170)	Glass and corner protections. Screw holes for Yoke mounting.	Safer usage against scratches and impact. User convenience for OnSet cinema applications.
<b>Additional +20 features with V1.10</b>	New added features such as: <b>Camera metadata</b> , <b>2K display</b> , Dual-Link mode, <b>User Preset</b> , Password protection, <b>AWB</b> adjustment, <b>Picture &amp; Picture</b> display modes, etc.	Variety of new features dedicated for OnSet, Live production, Post production and large system infrastructure...
Other features	Assignable function keys, Time code display, On screen Tally, Aspect ratio & safety area markers, serial and parallel remote, DC power operation	High degree of flexibility for user operation.

<b>Product</b>	<b>LMD-A240/A220/A170</b> <b>High grade LCD picture monitor</b>	
<b>Target market</b>	Live production, post production, Onset cinema, Field, Broadcast and B&I	
<b>Availability</b>	Available	
<b>List price € (EU T2 pricing)</b>	LMD-A240: €3,290 LMD-A220: €2,970	LMD-A170: €2,750
<b>Category</b>	OMP	



Top features	Advantages	Benefits
Compact design	<b>Lighter, smaller and slim.</b> - 40% weight versus previous line-up	Lightweight, compact and robust – <b>Cost savings!</b>
Optimized low video-latency	<b>Less than 0.5 field !!</b>	Maintain audio lip sync. Minimise video delay in system environment.
Input versatility	3G-SDI (x2) I/O, HDMI (x1), composite (x1).	Most common video inputs and formats.
Waveform, Vector Scope and Audio level meter	Vector scope, line and field waveform with zoom function and 8 audio channel display.	Convenient for field monitoring and quick analysis of signal.
Camera focus function	Colour edges to help camera focus operation.	Fast camera Focus adjustment
<b>Optional protection kit</b> and Yoke-Mount capability (LMD-A170)	Glass and corner protections. Screw holes for Yoke mounting.	Safer usage against scratches and impact. User convenience for OnSet cinema applications.
<b>Additional +20 features with V1.10</b>	New added features such as: <b>Camera metadata</b> , <b>2K display</b> , Dual-Link mode, <b>User Preset</b> , Password protection, <b>AWB</b> adjustment, <b>Picture &amp; Picture</b> display modes, etc.	Variety of new features dedicated for OnSet, Live production, Post production and large system infrastructure...
Other features	Assignable function keys, <b>Dynamic IMD</b> , Time code display, On screen Tally, Aspect ratio & safety area markers, serial and parallel remote, DC power operation	High degree of flexibility for user operation.

**SONY**

**Audio**

<b>Product</b>	<b>DWX N Series</b>
<b>Target market</b>	Fixed installation, studio & touring sound
<b>Availability</b>	October 2015 (Target)
<b>List price € (EU T2 pricing)</b>	Model dependant
<b>Category</b>	OAP



Top features	Customer Benefits
Shorter audio latency	The new system provides higher quality sound with a 96kHz sampling rate A/D converter and very low audio latency of 1.5 msec (analog out) / 2.5 msec (digital out).
High Quality Sound	High-quality 24-bit digital audio in a specific frequency bandwidth. Utilising the Sony original codec the system delivers a wide dynamic range of more than 106 dB, a wide frequency response of 20 Hz to 22kHz, and an excellent transient response.
More reliable RF transmission	Highly stable wireless transmission that is extremely tolerant to unwanted interference. The system transmits and receives digitally modulated and encrypted data to minimize the risk of interception, providing highly secure transmission and reception.
<b>Wideband</b> receiver	The new receiver operates with a wide bandwidth from 470 MHz to 710 MHz*. This frequency range covers 34 countries in Europe and also frequency ranges worldwide.
Wireless Studio 4.2	Allows you to monitor and control the digital wireless system via a network. The system can be accessed from up to six computers and allows you to set-up and initialise installation with up to 82 channels

\*depending on region

# Updated models...

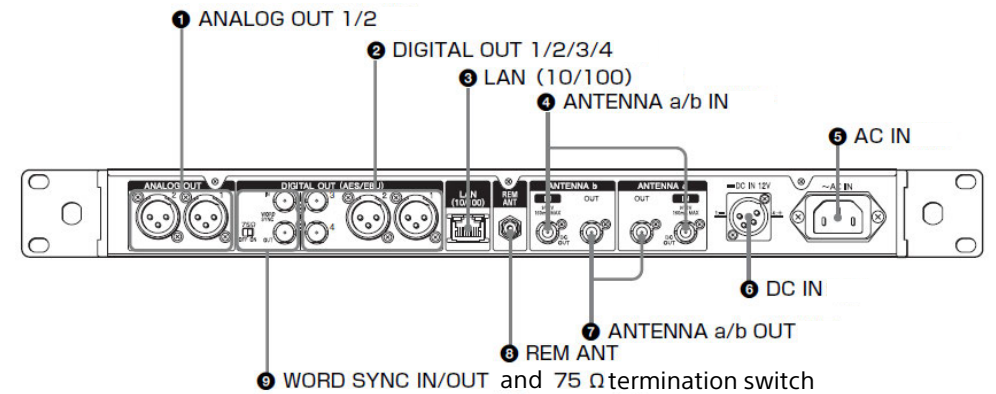
DWT-B01N



DWM-02N (with CU-F31)

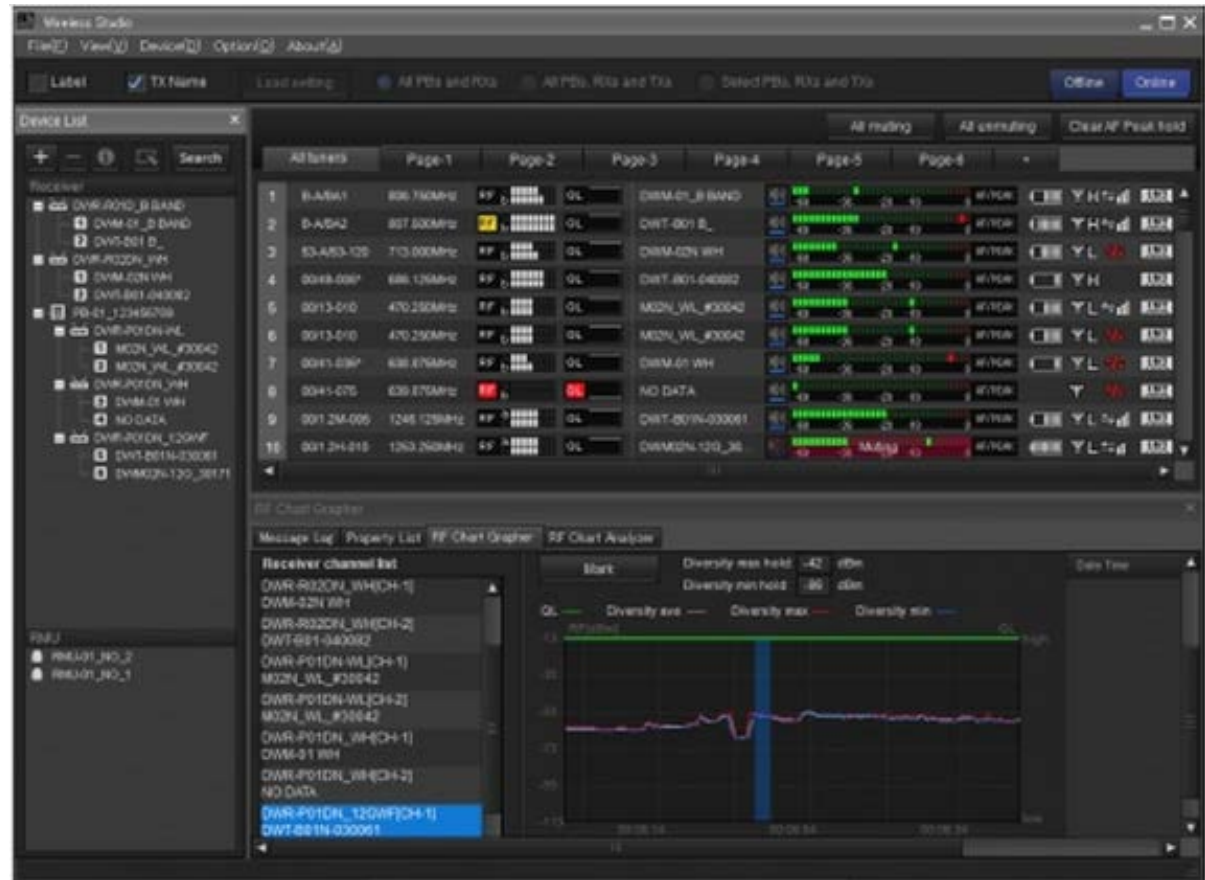


DWR-R02DN



# Wireless Studio 4.2 features

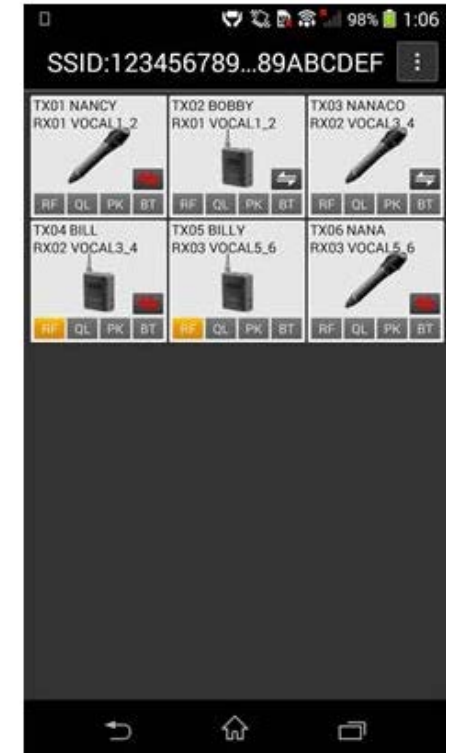
- Device monitoring
- Channel plan advisor for easy set-up of a mixed system
- Status recorder to control RF strength
- Error logging function
- Device control function
- Recalling stored settings and monitoring information
- Pairing-assist function
- Save and analyse functions for signal environment timelines
- Spectrum Analyser
- Group control setting function



# Wireless Studio Mobile

Wireless Studio Mobile is an application that allows you to monitor or operate DWX series\* via a Wi-Fi router on your smartphone or tablet.

The app is now available on iOS or Android platform.\*\*



\*Compatible models: DWR-R01D, DWR-R02D and DWR-R02DN

\*\*Wireless Studio Mobile supported OS: iOS Ver.8.0 or later and Android Ver.4.1 or later. Operation is not guaranteed on all smartphones.



<b>Product</b>	<b>UWP-D Series</b>		
<b>Target market</b>	ENG, Corporate, Broadcast, Rental		
<b>Availability</b>	Now		
<b>List price € (EU T2 pricing)</b>	UWP-D11 €625	UWP-D12 €625	UWP-D16 €809
<b>Category</b>	OAP		



Top features	Customer Benefits
Three packs available	UWP-D11 : Belt-pack transmitter pack UWP-D12 : Handheld microphone pack UWP-D16 : Belt-pack & Plug-on transmitter pack
Up to 72MHz bandwidth per channel	33 TV channels across Europe, with 2880 individual channels to select from
Clear channel scan	Detects next free and available wireless transmission channel
Infra-red synchronisation	Transmitter (belt-pack, hand-held or plug-on) syncs to receiver over IR the chosen transmission channel
True diversity receiver	Two receiver sections and a comparison circuit constantly pulls the one with the best signal to give drop-out free transmission
Micro USB powering	Remote powering if needed and charging possible when using rechargeable batteries

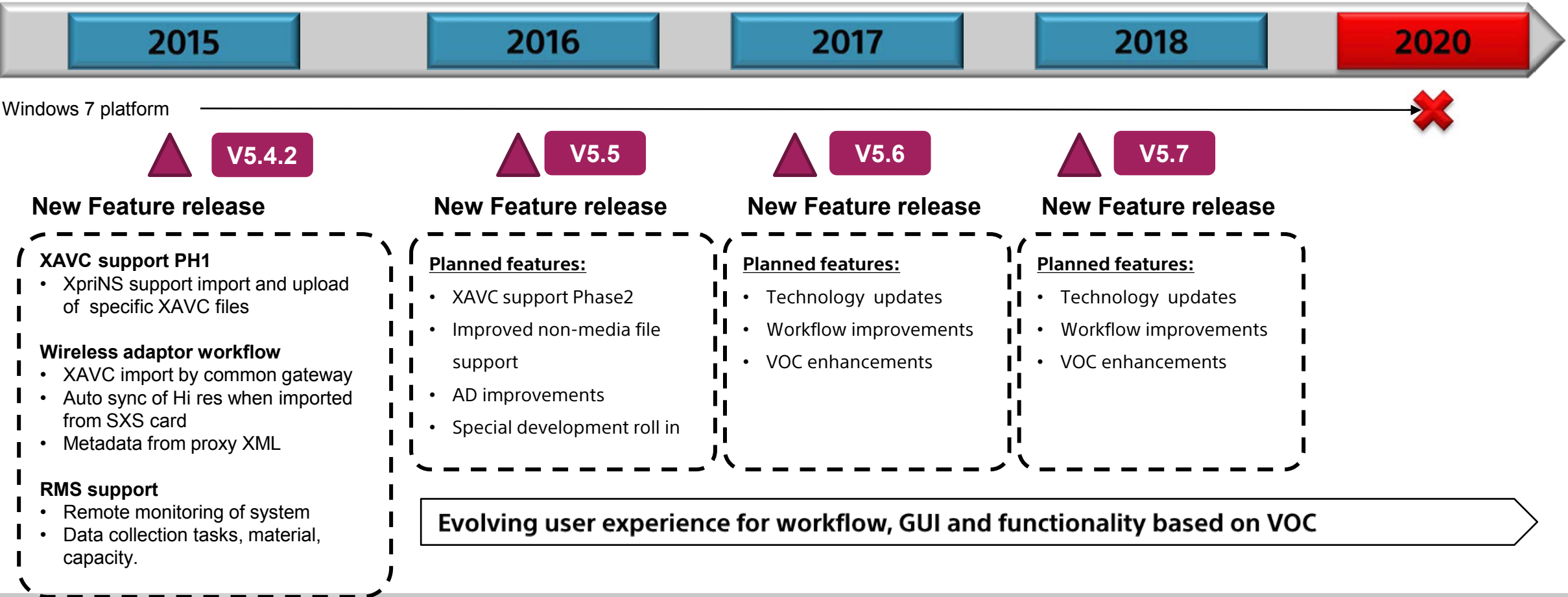
**SONY**

**Sonaps**

# More good news... we can be confident in the years ahead

New Sonaps releases are planned in FY16 and FY17 with support to 2020.

There is a clear roadmap for V5.5, V5.6 and V5.7.






The diagram illustrates the 'IMAGE • IP • WORKFLOW' for a newsroom. It shows three camera inputs on the left: 'Cam 1 Shoulder' (LIVE Hi res), 'Cam 2 VJ' (Fast proxy), and 'Cam 3 Legacy + 3rd party' (Return to base). A red vertical arrow labeled 'MIGRATION' points upwards. Arrows from the cameras lead to a central 'Hi Res QoS' block. From there, an orange arrow labeled 'Live Hi res' goes to a 'Newsroom system' (Prepare assignment/plan job), and another orange arrow labeled 'Proxy' goes to an 'On line content store' (a yellow box containing a blue cylinder and a black 'Archive' unit). The 'On line content store' is connected to a 'Sonaps' unit. Arrows show the flow of 'Metadata' and 'Assignment Metadata' between the 'Newsroom system' and 'Sonaps'. The 'Sonaps' unit connects to a 'Newsroom system + Sonaps' (Review and log content), which then connects to another 'Newsroom system + Sonaps' (Assemble script and story). This second system connects to a 'Web site' (Publish) and a 'Newsroom system + Sonaps' (Assemble script and story). The 'Assemble script and story' system connects to a 'Newsroom system + Sonaps' (Sync EDL to Hi Res), which then connects to a 'Newsroom system + Sonaps' (Playout). The 'Playout' system connects to 'ON AIR'. The 'Return to base' camera also feeds into the 'On line content store' via a 'Hi Res' connection. The 'On line content store' also feeds into the 'Newsroom system + Sonaps' (Assemble script and story) via a 'Hi Res' connection. The 'Newsroom system + Sonaps' (Assemble script and story) also feeds into the 'Newsroom system + Sonaps' (Sync EDL to Hi Res) via a 'Hi Res' connection. The 'Newsroom system + Sonaps' (Sync EDL to Hi Res) also feeds into the 'Newsroom system + Sonaps' (Playout) via a 'Hi Res' connection. The 'Newsroom system + Sonaps' (Playout) also feeds into the 'ON AIR' output.

**IMAGE • IP • WORKFLOW**

**SONY**

# **ODA and Navigator**

# ODA Key Message – Its SOOOOOO much more affordable

	<u>One Year Ago</u>	<u>Now - 2015</u>
	USB Drive = €8k List	Two Drives = €8k List
	Media = €176 List	€60 with hardware
	Library + 2x Drives = €38.5k List	€26k List with two drives €19.5k List with one drive
	<u>Real World Library</u> = €44k list L30M + 2x D77F + 30x 1.5TB Media	€27.8k List

**And with the new Media Navigator Clients can get a fully blown Content Management Layer for 2.5K, saving 000's as you don't always need an HSM**

# Optical Disk Archive (ODA)



<b>Solution</b>	<b>ODA drives and Libraries</b>
<b>Target market</b>	Broadcasters / Post and Production / National Video Archives/ Production Companies
<b>Availability</b>	Shipping, Drive from 6k Libraries from 20k

Key Messages	Customer benefits	Key Points
<ul style="list-style-type: none"> <li>• Optical Disk Based Storage Format</li> <li>• Highly robust with Long life span of 50 years</li> <li>• Target Markets include...</li> <li>• Disaster Recovery as ODA is 2<sup>nd</sup> Technology source,</li> <li>• Mastering Workflows (Replacing HDCAM SR)</li> <li>• Nearline Archives as we are “Faster than LTO, Cheaper than HD”</li> <li>• New aggressive Media pricing (75% cheaper than 1.5 years ago)</li> </ul>	<ul style="list-style-type: none"> <li>• Long backward compatibility - No forced Migration costs like LTO</li> <li>• Drives are Easy to handle, Plug and Play and Copy just like a Hard disk</li> <li>• Content can be viewed directly off Disks , no need for time consuming restore like LTO</li> <li>• Despite “Theoretical” Performance advantage of LTO we can restore a 1 Hour HD programme faster than LTO</li> </ul>	<ul style="list-style-type: none"> <li>• Non Contact storage format unlike LTO</li> <li>• Excellent Random Access times compared to LTO</li> <li>• Wide range of Middleware (HSM) partners support our hardware</li> <li>• Good interoperability between Library and Drive, you can just remove a cartridge from a library and read the data directly in a drive.</li> <li>• Much more robust compared to Hard drives</li> <li>• Consumes far less energy compared to Raid solutions</li> </ul>



# Tape Digitising Server (TDS)

<b>Solution</b>	<b>Tape Digitizing Server</b>
<b>Target market</b>	All Content Owners with Large Library of Video tapes/
<b>Availability + Price</b>	Shipping , From 16k Euro List



Key Messages	Customer benefits	Key Points
<ul style="list-style-type: none"> <li>• Turnkey Tape Ingest appliance</li> <li>• Direct Integration with ODA or Networked Storage</li> <li>• Has Built in QC</li> <li>• New SR Option at IBC 2015</li> </ul>	<ul style="list-style-type: none"> <li>• One-Box, Plug&amp;Play, Simple to use solution</li> <li>• Up to 4 Ports can be controlled separately and at the same time to enable maximum throughput and efficiency</li> <li>• Direct Integration to ODA Drives - Making it simple and cheap to create and Manage a Digital Archive</li> <li>• Quality Checking functionality to ensure client digitizes tapes in the best condition</li> <li>• Multi codec support - XAVC, MPEG2 HD422/420, IMX30/40/50, (SSTP, ProRes and Avid DNX are on Roadmap)</li> <li>• SR Native support (Previewed at IBC 2015)</li> </ul>	<p>PWS - TD100</p> <ul style="list-style-type: none"> <li>• Flexible operation: 2IN/2OUT, 3IN/1OUT, 4IN/0OUT</li> <li>• On-board storage 150 hours at XDCAM50 (5TB)</li> <li>• Direct connection to ODA Drives</li> <li>• Concurrent Proxy generation</li> <li>• Flexible digitization workflow configuration</li> </ul> <p>PWS- TD300</p>

# Media Navigator Key Message

This really is a **MAM for every MAN**

This is a Ground breaking Product **Price/Performance is unrivalled**

Built on a proven Platform **this is not V1**

This is from a **Major Manufacturer**

This is part of Sony's Overall shift towards **more Solutions Business**

# “Navigator” – MiniMAM

<b>Solution</b>	<b>Entry Level MAM</b>
<b>Target market</b>	One Man Productions/Regional Broadcasters/Post Production Houses
<b>Availability</b>	Sept 2015 (IBC)



Key Messages	Customer benefits	Key Points
<ul style="list-style-type: none"> <li>• Entry Level MAM Solution</li> <li>• Pricing from 2.5k Euro</li> <li>• Based on Same GUI as MBC “Navigator”</li> <li>• SD, HD and 4k Resolutions supported</li> <li>• Targeting 1 man production teams, small workgroups in Broadcasters</li> <li>• Other segments including Corporates, High end education</li> </ul>	<ul style="list-style-type: none"> <li>• Low cost but Fully Featured MAM</li> <li>• Scalable from 1 to 50 users</li> <li>• End to End Workflow</li> <li>• Software and Turnkey Solutions Provided</li> <li>• Excellent Workflow Flexibility with Customisable “Media Agent”</li> <li>• Proven Platform (Built from MBC Navigator)</li> </ul>	<ul style="list-style-type: none"> <li>• Good integration with NLEs inc Avid, Apple, Adobe</li> <li>• Supports Wide Range of Formats and File Types including NON Sony Formats</li> <li>• “Mac and PC support</li> <li>• Scalability depends on Server and Storage Performance</li> <li>• Built in Transcoding Engine (FFMPEG Library)</li> <li>• Tight integration with ODA for Archiving</li> <li>• No need for Expensive HSM software for ODA Library</li> <li>• “Ci” Integration for Review and Approve Workflows</li> </ul>

**SONY**

# **Recording Media**

<b>Product</b>	<b>HDD RAID drives (dual 3.5 inch HDD) 4TB/6TB</b>
<b>Target market</b>	Film (4K users, mainly PH/PPH) / Photo / Music
<b>Availability</b>	Nov 2015
<b>List price € (EU T2 pricing)</b>	TBC
<b>Category</b>	RME



Top features	Customer Benefits
Efficient video data transfer in the field	<ul style="list-style-type: none"> <li>• <b>Ease of transport (built in handle)</b></li> <li>• <b>Quality, reliability in addition to high speed/large capacity</b></li> </ul>
Available in <b>4TB &amp; 6TB</b>	<ul style="list-style-type: none"> <li>• <b>Dual I/F : 1x USB 3.0 port, 2x TBT2 ports</b></li> <li>• <b>RAID : RAID 0 (Striping), RAID 1 (Mirroring) , JBOD</b></li> <li>• <b>Shock resistance thanks to built-in dampers</b></li> <li>• <b>Tri-products solution : with SxS card, US30, UT100</b></li> </ul>
High Transfer speed <b>up to 440 MB/s in Raid 0 mode</b>	<ul style="list-style-type: none"> <li>• <b>High transfer speed optimises workflow efficiency, allowing filmmakers to quickly store large, data-intensive 4K video files.</b></li> <li>• <b>Approx. 50 minutes to transfer a 1 TB file</b></li> </ul>
Customer Service	<ul style="list-style-type: none"> <li>• <b>3 years warranty</b></li> <li>• <b>File rescue &amp; analysis report upon request</b></li> </ul>

<b>Product</b>	<b>SxS PRO+ 256GB</b>
<b>Target market</b>	Production, Cinema
<b>Availability</b>	Oct 2015
<b>List price € (EU T2 pricing)</b>	Approx. 1700€ (TBC)
<b>Category</b>	RME



Top features	Customer Benefits
Highly durable media with excellent reputation => worldwide sales over 400,000 units	<ul style="list-style-type: none"> <li>• <b>Total confidence</b></li> <li>• <b>strength, quality and reliability</b></li> </ul>
New capacity of <b>256GB</b>	<ul style="list-style-type: none"> <li>• <b>Up to 480 minutes of MPEG 422 30p (50Mbps)</b></li> <li>• <b>Up to 40 minutes of XAVC 4K 60P (600Mbps)</b></li> </ul>
High transfer speed <b>up to 3.5Gbps (440MB/s)</b>	<ul style="list-style-type: none"> <li>• <b>High transfer speed optimises workflow efficiency, allowing filmmakers to quickly share large, data-intensive 4K video files.</b></li> </ul>
<b>exFAT</b> pre-formatted	<ul style="list-style-type: none"> <li>• <b>Quick start-up with PMW-F55 or F5</b></li> </ul>

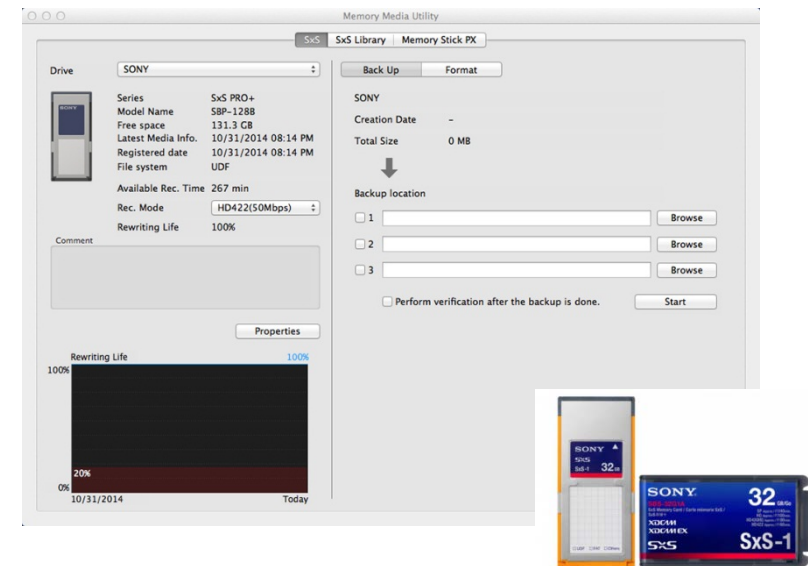
<b>Product</b>	<b>SBAC-UT100, ultra-fast SxS card reader</b>
<b>Target market</b>	Broadcasters, Production companies, freelancers
<b>Availability</b>	now
<b>List price € (EU T2 pricing)</b>	607 euros



Top features	Customer Benefits
<ul style="list-style-type: none"> <li>• Thunderbolt 2 for Mac &amp; USB3.0 for Mac/Win</li> <li>• Daisy chain connection up to 6 units (12 SxS cards!)</li> <li>• DC Power input required</li> <li>• High-speed ingest: 400 MB/s <ul style="list-style-type: none"> <li>➤ Ingest a 30 min MPEG2 HD422 50Mbps file in 28sec</li> <li>➤ Ingest a 32GB SxS-1 in 1min 20sec</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Ultra-fast ingest</b></li> <li>✓ <b>Light and compact</b></li> <li>✓ <b>Flexibility of interfaces</b></li> </ul>



<b>Product</b>	<b>MMU (Memory Management Utility)</b>
<b>Target market</b>	Broadcasters, Production companies, freelancers
<b>Availability</b>	now
<b>List price € (EU T2 pricing)</b>	FOC



Top features	Customer Benefits
<p>Media Management tool for SxS cards:</p> <ul style="list-style-type: none"> <li>• Simultaneous content back-up to three destinations</li> <li>• SxS Memory Card information display</li> <li>• Media Formatting</li> <li>• SxS Memory Card Library</li> </ul>	<p>✓ <b>Easy platform to manage SxS usage and content.</b></p>

**SONY**

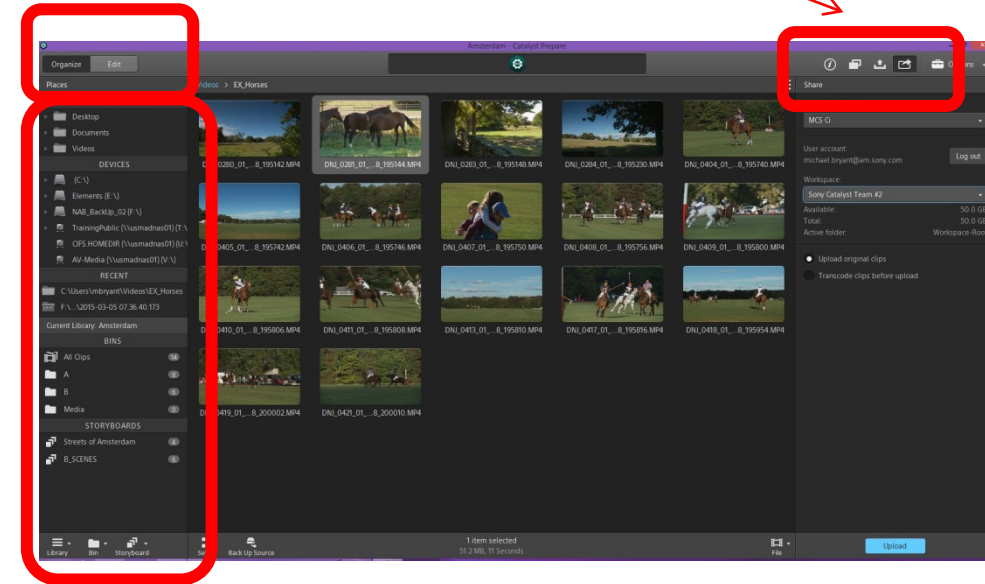
**Catalyst and Ci**

# Catalyst – What's New

- Announcing new up-dates
  - Catalyst Prepare
  - Catalyst Edit
- Improved UI based on VOC feedback
  - No import needed to transcode clips
  - Export EDL to Adobe, Avid & FCP
  - Tree view of clips like Windows Explorer
- Integration – Media Navigator & Ci
- Subscription pricing model
- User studies & Examples – Sport and in-field productions

## Catalyst Production Suite

Reduced Tabs, share, export or Transcode  
From Home screen

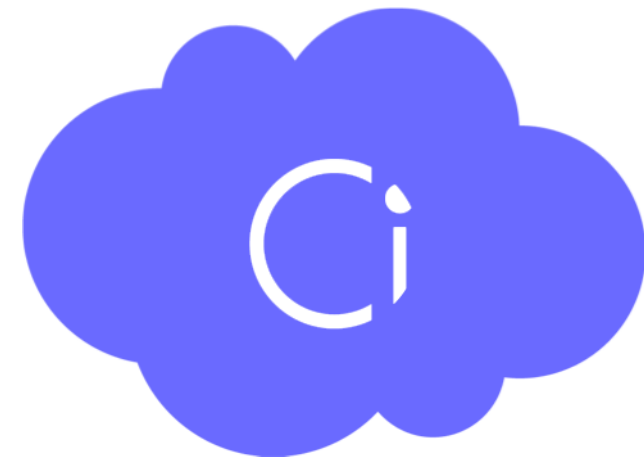


Tree View

# Selling Ci: Give just enough information

- **Sony is leading** the cloud workflow revolution
- We **ingest, transcode, store and distribute** at scale
- We've ingested **100,000's of hours** of content
- We **power linear broadcast** workflows
- Stop building expensive infrastructures – Sony built **a massively scalable media platform** that you can pay for as you need it
- Our Solutions team would love to help you **extend your operations with the power and scalability of Ci**

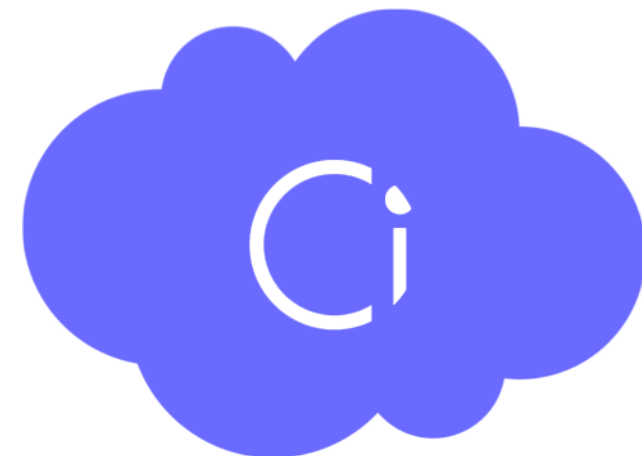
<b>Product</b>	<b>Sony Ci Workspaces</b>
<b>Target market</b>	Broadcast – News Field Personnel
<b>Availability</b>	Now
<b>List price € (EU T2 pricing)</b>	€ 1,000/per month base price
<b>Category</b>	<b>REMOTE CAPTURE / FROM FIELD TO FACILITY</b>



IMPROVED

Top features	Customer Benefits
<b>Target Customer:</b> News Field Reporters  <b>Example Customer:</b> Weather Channel, WSVN, WHDH, ITN Productions, Yahoo Productions	<b>Benefits:</b> <ol style="list-style-type: none"> <li>1. Cheaper than Satellite</li> <li>2. Faster than driving back to station</li> <li>3. Enables more field reporters to be working without OB Trucks</li> </ol>
<b>What:</b> Upload field segments from anywhere, download into station/studio	<b>What does it replace:</b> Physical delivery, Satellite delivery
<b>How:</b> <ol style="list-style-type: none"> <li>1. Shoot on location</li> <li>2. (Optional: Edit on location)</li> <li>3. Upload to Ci</li> <li>4. Station auto-notified of uploaded content</li> <li>5. Download files at the station</li> </ol>	<b>Upcoming Improvements:</b> Edit-Ready Proxies – Ci auto-creates proxies in station's edit format. Saves time and money! Ready sometime in Q2.

<b>Product</b>	<b>Sony Ci Workspaces</b>
<b>Target market</b>	Any Video Production
<b>Availability</b>	Now
<b>List price € (EU T2 pricing)</b>	€ 1,000/per month base price
<b>Category</b>	<b>REMOTE COLLABORATION</b>



IMPROVED

Top features	Customer Benefits
<b>Target Customer:</b> Any video production  <b>Example Customer:</b> BBC Comedy, Raycom Media, Tennis Channel, Weather Channel, ITN Productions, Yahoo Productions, Crackle Productions, Bacon Productions	<b>Benefits:</b> <ol style="list-style-type: none"> <li>1. Cheaper and easier than Satellite or FedEx</li> <li>2. Eliminates geographic constraints</li> <li>3. Fast turnaround on feedback</li> </ol>
<b>What:</b> Upload footage, Review and comment online, Import time code based comments into NLE.	<b>What does it replace:</b> Expensive dailies solutions for simple requirements, consumer grade dropbox experience
<b>How:</b> <ol style="list-style-type: none"> <li>1. Shoot on location</li> <li>2. Upload to Ci</li> <li>3. Create VideoReview Session</li> <li>4. Import comments to NLE in post</li> </ol>	<b>Upcoming Improvements:</b> TBD – add audio track to video review session

<b>Product</b>	<b>Sony Ci Workspaces</b>
<b>Target market</b>	Stations, Creative Marketing groups, Studios, Ad Agencies
<b>Availability</b>	Now
<b>List price € (EU T2 pricing)</b>	€ 1,000/per month base price
<b>Category</b>	<b>CENTRAL REPOSITORY &amp; SIMPLE DISTRIBUTION FOR COMMON FILES</b>

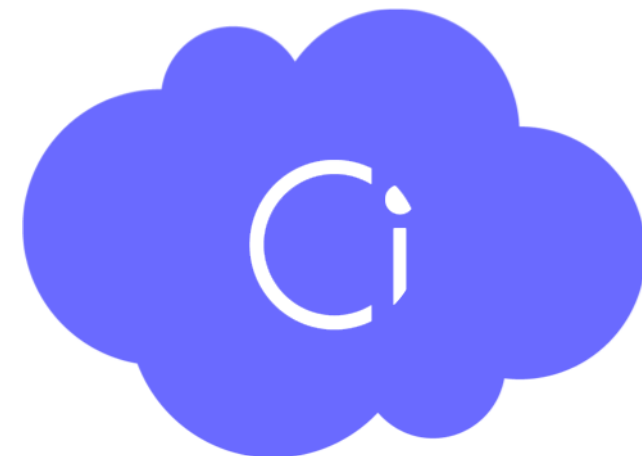


IMPROVED

Top features	Customer Benefits
<b>Target Customers:</b> Stations, Creative Marketing groups, Studios, Ad Agencies  <b>Example Customers:</b> PMM, SCA, SPE (Multiple Departments), ITN Productions, Yahoo Productions	<b>Benefits:</b> <ol style="list-style-type: none"> <li>1. Cheaper and easier than Satellite</li> <li>2. Faster than shipping physical media</li> <li>3. Faster, more reliable than FTP</li> <li>4. Eliminates redundant long term storage at each location</li> </ol>
<b>What:</b> Upload promos, episodes, graphics, etc. share between stations/regions/departments/customers/vendors/etc.	<b>What does it replace:</b> Expensive/Isolated/More complex DAM solutions
<b>How:</b> <ol style="list-style-type: none"> <li>1. Upload to Ci</li> <li>2. Users are notified and download</li> <li>3. -or- send them MediaBoxes</li> </ol>	<b>Upcoming Improvements:</b> Improved search capabilities



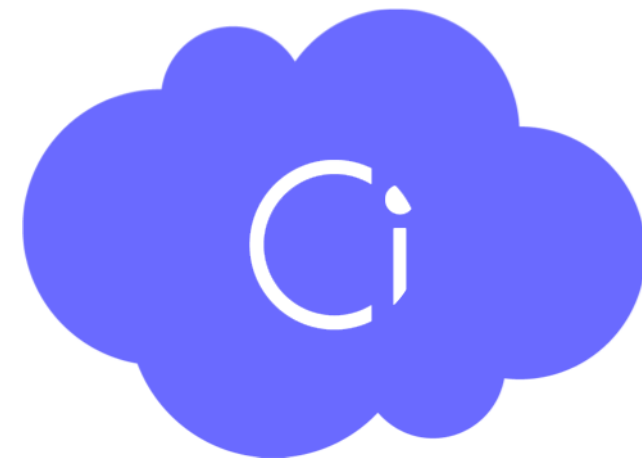
<b>Product</b>	<b>Sony Ci Workspaces</b>
<b>Target market</b>	Education/Universities, Film Festivals
<b>Availability</b>	Now
<b>List price € (EU T2 pricing)</b>	€ 1,000/per month base price to K's of € per month
<b>Category</b>	<b>CLASSROOM REVIEW/CONTENT SUBMISSION</b>



IMPROVED

Top features	Customer Benefits
<b>Target Customers:</b> Education/Universities, Film Festivals  <b>Example Customers:</b> Full Sail, USC, Locarno Film Festival	<b>Benefits:</b> <ol style="list-style-type: none"> <li>1. Simple, convenient way to provide accurate time code based feedback to students.</li> <li>2. Students can easily participate in the conversation</li> </ol>
<b>What:</b> Upload professional video submissions to secure/private location, Review online with interactive communication	<b>What does it replace:</b> Physical delivery, dropbox, watching video out of band and providing disjointed notes via unstructured email/phone.
<b>How:</b> <ol style="list-style-type: none"> <li>1. Upload student videos</li> <li>2. Professor uses VideoReview to provide timecode based feedback</li> </ol>	<b>Upcoming Improvements:</b> Considering SAML integration for Single Sign-On and integration to existing user authentication/authorization

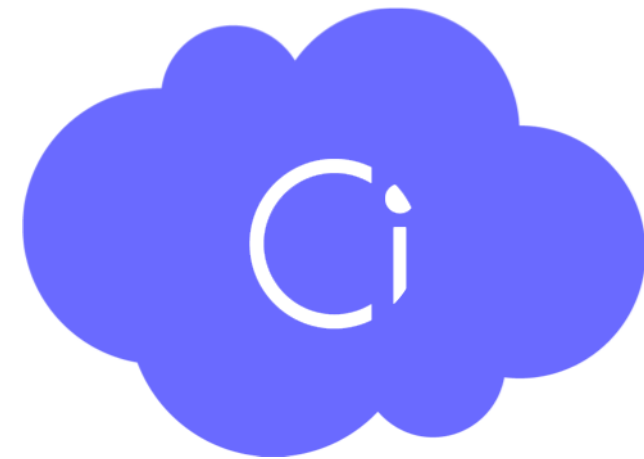
<b>Product</b>	<b>Sony Ci Platform</b>
<b>Target market</b>	Station Groups
<b>Availability</b>	Now; depending on integration needs & partners
<b>List price € (EU T2 pricing)</b>	€ 1,000/per month base price to K's of € per month
<b>Category</b>	<b>CLASSROOM REVIEW/CONTENT SUBMISSION</b>



IMPROVED

Top features	Customer Benefits
<b>Target Customers:</b> Station Groups  <b>Example Customers:</b> PMM, Gannett PoC	<b>Benefits:</b> <ol style="list-style-type: none"> <li>1. Integration to streamline existing workflows</li> <li>2. Provides a Centralized Ingest Point</li> <li>3. Offers normalization &amp; transcode to fit into workflows</li> <li>4. Allows for distribution out to Station Nodes, which utilizing visibility of content at the Workspace level</li> </ol>
<b>What:</b> Central ingest point, normalization and distribution	<b>What does it replace:</b> Plugging together combinations of workflow orchestration, manual activities, and centralization of content visibility for access by distributed station nodes.
<b>How:</b> <ol style="list-style-type: none"> <li>1. Initial Station Node Preps Content</li> <li>2. Station uploads content to Ci, programmatic</li> <li>3. Other Station Nodes notified of new content</li> <li>4. Stations review content, select what they want</li> <li>5. Content downloaded, programmatically</li> <li>6. Schedule content</li> </ol>	<b>Upcoming Improvements:</b> Depends on the opportunities and types of workflow integration

<b>Product</b>	<b>Sony Ci Platform</b>
<b>Target market</b>	Anyone with Large Media Applications
<b>Availability</b>	Now
<b>List price € (EU T2 pricing)</b>	€ 1,000/per month base price to K's of € per month
<b>Category</b>	<b>DAM Portal &amp; Offsite Cloud Archive</b>



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Top features	Customer Benefits
<b>Target Customers:</b> Anyone with Large Media Applications  <b>Example Customers:</b> Sony Pictures Runner, Sony Pictures Cineshare	<b>Benefits:</b> <ol style="list-style-type: none"> <li>1. Scalable ingest &amp; storage with existing or new applications</li> <li>2. Ability to have proxies, leverage related elements to source files</li> <li>3. Can manage the visibility of content in own apps/portals, while getting a scalable architecture</li> <li>4. Leverage long-term archival storage for reduced costs &amp; greater availability</li> </ol>
<b>What:</b> Central ingest point, normalization and distribution	<b>What does it replace:</b> No longer a need for storage to be contained to local servers or data centers; Can utilize a scalable architecture, while focusing delivering to internal requirements and reduce costly storage options.
<b>How:</b> <ol style="list-style-type: none"> <li>1. Utilize Ci REST APIs for asset registration</li> <li>2. Upload from Aspera Node to Aspera Node</li> <li>3. Use Ci generated proxies for playback</li> <li>4. Build app/portal to internal specification</li> </ol>	<b>Upcoming Improvements:</b> Depends on the opportunities and types of workflow integration

<b>Product</b>	<b>Sony Ci Platform</b>
<b>Target market</b>	Companies with B2B, B2C or B2E Media Apps & existing Portals
<b>Availability</b>	Now
<b>List price € (EU T2 pricing)</b>	€ 1,000/per month base price to K's of € per month
<b>Category</b>	<b>Scalable Application &amp; Portal Integration</b>



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Top features	Customer Benefits
<p><b>Target Customers:</b> Companies with B2B, B2C or B2E Media Apps &amp; existing Portals</p> <p><b>Example Customers:</b> Sporting Innovations, American Archive, Locarno Film Festival</p>	<p><b>Benefits:</b></p> <ol style="list-style-type: none"> <li>1. Scalable ingest &amp; storage with existing or new applications</li> <li>2. Ability to access Workspaces and manage own Network Account</li> <li>3. Utilize Ci REST APIs as simple way to build integrations for uploading, managing, proxy generation, CDN for streaming &amp; downloading content.</li> <li>4. Can manage the visibility of content in own apps/portals, while getting a scalable architecture</li> </ol>
<p><b>What:</b> Central ingest point, normalization and distribution</p>	<p><b>What does it replace:</b> Minimizes needs for local storage or app servers to manage parts of the application capabilities; Reduces CapEx costs and convert to more OpEx approaches with potential of managing those costs and delivering integration</p>
<p><b>How:</b></p> <ol style="list-style-type: none"> <li>1. Use Ci REST APIs for upload/folder/file management</li> <li>2. Possibly leverage Ci Proxies &amp; CDN for playback</li> <li>3. Utilize combination of own apps &amp; Workspaces</li> </ol>	<p><b>Upcoming Improvements:</b> Depends on the opportunities and types of application integration &amp; delivery</p>