

SONY ENHANCES LINEUP OF INTELLIGENT SECURITY CAMERAS AT ISC WEST 2008

First Cameras with Megapixel Capabilities Include the Flagship SNC-DM110 1.3 Network Camera

LAS VEGAS (ISC WEST BOOTH # 27099), April 2008 - Sony Electronics is entering the megapixel marketplace with several new additions to its lineup of IP-based security network cameras, announced this week at the ISC West show. Sony's first megapixel cameras will include models SNC-DM110 Mega Normal, SNC-CM120 CS Mega and SNC-DM160 Mega Rugged.

Each of the 1.3 megapixel cameras features advanced complementary color progressive scan CCDs with Sony ExwavePRO™ Technology. Unlike conventional progressive scan CCD imagers, this complementary color filter technology provides increased levels of light sensitivity needed to achieve optimal performance from the camera optics of today's fixed-type megapixel systems.

“Our entry into the megapixel marketplace with this entirely new lineup of intelligently designed cameras is the result of a very deliberate and well-planned long term growth strategy,” said Miguel Lazatin, manager of Sony's security group. “The generational leap forward in capabilities provided by ExwavePRO and Light Funnel technologies will provide Sony fixed-type megapixel cameras with the capability to output extremely clear and detailed images that deliver bright, high-resolution in even the most challenging lighting environments.”

Specifically designed to meet the high-performance needs of today's security industry, the intelligent family of cameras will offer users unique features, such as Light Funnel technology, Intelligent Motion Detection and Intelligent Video Analytics. Light

Funnel technology works by combining image data gathered from multiple horizontally and vertically aligned pixels that then provides extremely bright image output even when monitoring moving objects. This function can be activated automatically in response to surrounding light conditions or on a pre-specified time schedule.

The flagship SNC-DM110 1.3 megapixel network camera and SNC-CM120 camera will each be equipped with a 1/3-inch complementary color progressive scan imager, while the SNC-CS20 comes with a similar 1/4-inch CCD.

The SNC-DM110 will come with a 2.8-10mm, 3.6x varifocal lens with minimal illumination of less than 3lx at F1.3, and less than 1lx at F1.3 with binning function. It also offers users up to 16 presets, advanced motion detection, a microphone input and line out and Power over Ethernet. The SNC-CM120 and SNC-DM160 are similarly equipped.

Additional features for the new cameras include a Night Mode setting that provides extremely bright images even when monitoring objects during challenging setting such as dusk and dimly lit environments; variable gamma settings that help to capture high-contrast images; bi-directional audio options; and a slow shutter mode for additional bright image output. The cameras also feature selectable compression formats that include both MPEG-4 and JPEG, and take advantage of high frame rates of up to 30 fps at VGA settings.

“We listened to what the industry was asking for before bringing these cameras to market,” Lazatin said. “The result is a lineup of megapixel cameras that truly address the needs of the marketplace and are uniquely suited for demanding security applications, from education and government to the private sector, retail and transportation.”

For more information on the SNC-DM110 and the full line up of Sony's IP-based security cameras, visit www.sony.com/security.