

**SONY IPELA® HYBRID WINS SECURITY INDUSTRY ASSOCIATION'S NEW PRODUCT SHOWCASE**  
*Takes Highly Competitive Video Surveillance Cameras HD (Megapixel) Category*

**Park Ridge, New Jersey, April 16, 2012** – Sony's IPELA Hybrid Solution has won the Security Industry Association's New Product Showcase (SIA NPS) in the highly competitive Video Surveillance Cameras HD (Megapixel) Category. Considered the "Academy Awards" of the security industry, the SIA NPS competition is judged by a wide range of industry professionals including journalists, integrators and end-users and seeks to highlight the best, most innovative products.

Sony Hybrid solutions, comprised of the five Z-Series cameras including fixed-angle, PTZ and minidome models combined with receiver units, was a standout going up against the largest field of entrants in the 27 categories of competition. IPELA Hybrid Solution's ability to simultaneously stream SD analog and HD IP video over coax is an industry first, and creates a new category of security products. It opens a pathway for those using coax-based analog systems to begin a staged migration to IP adding HD imaging capabilities.

"We are elated to launch the Hybrid Solutions era with such industry recognition," said Mark Collett, General Manager of Sony Electronics' Security Systems Division. "IPELA Hybrid is set to reshape the market by breaking through the IP and analog video divide that has defined surveillance video since the advent of network cameras. It is the answer for many end-users who need HD imaging but also want to extend the life and value of their legacy analog system. Hybrid's ability to meet that need is a rich opportunity for installers and integrators."

***First Word from the Field on Hybrid***

Collett added that the SIA NPS award affirms feedback from beta test sites gathered before bringing IPELA Hybrid to market at ISC West 2012. According to Michael Gauvin, Surveillance Technical Manager for Foxwoods Casino in Mashantucket, Connecticut, IPELA Hybrid affords an elegant, efficient way to add capabilities.

"Sony's IP over Coax camera was an exciting solution to try at Foxwoods. We have thousands of analog cameras, and are considering a migration path to IP. The SONY IP over Coax beta test allowed us to test a quicker migration path, as we won't have to replace our Coax cabling plant. The HD picture quality was tremendous, and the ease of installation will make it an effortless transition from analog to IP," said Gauvin.

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