

**SONY FORMS GLOBAL PARTNERSHIP WITH INTERSIL**

*The Two Companies are Working to Develop the Industry's First  
Hybrid HD Security Camera Solutions*

**LAS VEGAS (ISC West Booth 15099), April 5, 2011** - Sony is pleased to announce the formation of a business partnership with U.S. semiconductor manufacturer Intersil Corporation, for worldwide development of the industry's first network camera capable of simultaneously transmitting both analog standard- and digital high-definition images over a single coaxial cable. Sony aims to introduce this new Hybrid Camera to the market in the latter half of 2011 as part of its lineup of security cameras.

"Sony visual security business is constantly enhancing its range of cameras, encoders, recorders and storage devices to include customized solutions like this hybrid camera," said Mark Collett, general manager, Sony Electronics, Security Solutions Group. "We have an obligation to offer our customers products and solutions that fit their needs - as the IP migration continues, a hybrid camera offers features and capabilities that beyond the typical analog camera, but utilizes the infrastructure already in place – cutting time and cost of installation."

A first in the video security industry, the new hybrid cameras will be equipped with IC chips that use Intersil's SLOC (Security Link over Coax) technology, thus eliminating any need for new cables to be laid within the building when installing a new surveillance network. These new hybrid cameras will use an analog SD image signal to maximize near zero transmission latency making it ideal for markets such as the financial or retail, in which real-time surveillance is integral.

These new 'hybrid cameras' make full use of the special characteristics of analog SD image signals, which boast virtually zero image transmission delay. The cameras can therefore continuously meet the needs of markets such as the financial market, in which systems must have the ability to conduct surveillance in real-time. The new hybrid cameras can be recommended for both potential new customers and for existing SD users.

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