



**FOR IMMEDIATE RELEASE**

**NEW SONY ANALOG CAMERAS EXTEND CAPABILITIES & VALUE**

*SSC-N1x/2x Series MiniDomes, SSC-G1x/2x Series Fixed-Angle Cameras  
Expand Analog Utility*

**LAS VEGAS (ISC West Booth #15099), April 5, 2011** – The latest additions to Sony’s analog camera lineup bring refinements that significantly increase capabilities and so extend value for analog installations.

The SSC-N1x/2x Series MiniDomes and SSC-G1x/2x Series Fixed-Angle Cameras offer a range of models suited for a wide variety of applications and installations. Each employ the latest generation of imagers combined with advances in image processing to achieve high resolution, sharpness and clarity that once seemed beyond the reach of analog technology.

“The new N1x/2x Series MiniDomes and G1x/2x Series Fixed-Angle Cameras demonstrate Sony’s commitment to continue to advance the state of the art for analog systems,” said Mark Collett, general manager, Sony Electronics security solutions group. “Whether deploying these for applications where analog still excels or breathing new life into existing installations, these additions to our lineup show our support for what continues to be a vital market segment.”

***Across-the-Board Advances in Analog***

All the new additions to the Sony analog security camera lineup share a host of innovations that improve image quality and utility. The Effio-E™ DSP delivers 12-bit A/D signal processing with numerous image enhancement techniques. It produces a horizontal resolution of 650TVL in cameras at the top end of the lineup that incorporate the 960H EXview HAD CCD II. It achieves 540TVL when used in conjunction with models utilizing the 760H Super HAD CCD II.

Other innovations include Adaptive Tone Reproduction (ATR-Lite) and Intelligent Backlight Compensation (iBLC). ATR-Lite improves the contrast of subjects in areas where bright and dim areas are captured in the same frame. Uncorrected, the resulting over and/or underexposure hampers visibility of objects. With ATR-Lite, the quality of the image across the entire field is improved by adding the optimum gradation compensation based on different luminance information. Likewise, too, creates major imaging improvements by utilizing a histogram algorithm to recognize the backlit area and analyze the luminance level. This allows



for a highly accurate compensation of exposure levels in what is a major advance over conventional backlight compensation strategies.

***SSC-N1x/2x Series MiniDomes: Big Capabilities, Small Size***

The SSC-N1x/2x MiniDomes are engineered to combine low power consumption in a highly miniaturized form-factor. The SSC-N1x includes the smallest camera currently in the Sony lineup. The N11/N13 are just 84mm across and 53mm high and consume only 0.9 watts of power. N1x cameras are pan-focal and are offered in fixed focal lengths of 3mm and 6mm. All have an electrical day/night function with a minimum illumination in B/W of 0.03 lux. The SSC-N2x, too, is the product of an end-to-end review and reengineering of the MiniDome design to shrink size and save power. These incorporate 3.7x vari-focal 2.8 – 10mm lenses and have an optical day/night function using a removable IRC filter that has a minimum illumination in B/W of 0.003 lux. SSC-N2x cameras also include a monitor-out connector so that a portable LCD monitor can be used to adjust the viewing angle in the field. All are available in both PAL and NTSC versions.

***SSC-G1x/2x Series Fixed-Angle Cameras: Sharper, Cleaner Images***

The SSC-G1x/2x cameras include the technological achievements of the new MiniDome cameras, but package them in a fixed-angle design. When combined with the correct focal length lens to produce the proper image scale for the specific application, these take what has been considered a mature technology to a new level of performance.

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