



FOR IMMEDIATE RELEASE

SONY ADDS A THREE-YEAR WARRANTY FOR ITS HD NETWORK CAMERAS AND ENCODERS

PARK RIDGE, N.J., July 14, 2010 - Sony Electronics Security Solutions group announced today the extension of its hardware warranty to three years. Each IPELA® network camera and encoder purchased after July 1, 2010 will be covered for that period.

“End-users expect reliable video monitoring systems when they are securing their property and goods with Sony gear,” said Miguel Lazatin, senior manager, marketing, Sony Security Solutions Group. “We stand behind our promise of better cost of ownership and superior after-market service, so we are extending the warranty period.”

Sony’s leading network video surveillance products utilize the company’s extensive experience in developing high-definition broadcast and production cameras. As the security industry shifts to HD video surveillance, Sony is again on the forefront of that move. The extended warranty period on network camera and encoders adds two full years to the coverage of defective hardware.

The warranty covers labor and materials for repair of defective IPELA® cameras and encoders purchased within the United States (offer excludes discontinued models and accessories) for a period of three years from the date of purchase. For more details, please visit sony.com/security or contact sales representative.

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