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**NEW SONY NETWORK CAMERAS AND ENCODERS INCREASE INTEROPERABILITY WITH
LEADING VIDEO MANAGEMENT SOFTWARE SOLUTIONS**

Top ISV's Speak-Out on the Power of Integrating Sony HD Technology into Security Systems

LAS VEGAS (ISC West Booth #16086), Mar. 23, 2010 – Leading Integrated Software Vendors (ISV) are taking advantage of Sony's growing range of innovative HD video security technologies.

At the recent INTERSEC Dubai 2010, Sony reinforced its commitment to HD, with several leading video management software providers such as Genetec, GEUTEBRÜCK GmbH, IProNet Sistemas, Milestone Systems, NICE Systems, OnSSI, SeeTec Communications GmbH & Co, KG and Visual Defence touting interoperability between their solutions and Sony's video surveillance products.

"Sony is helping to drive the transition within the security market from analog and standard definition to IP-based HD video surveillance," said Kenneth LaMarca, vice president of security systems, Sony Electronics. "By engaging with these leading Video Management Software Vendors we are well-positioned to achieve that goal."

The list of leading video management software vendors supporting Sony's line-up of network cameras and encoders continues to grow, attracted by Sony's ability to deliver cutting-edge technologies including: Visibility Enhancer, Dynamic Noise Reduction (XDNR) and next generation Distributed Advanced Processing Architecture or DEPA Advanced. As a result, end-users and integrators have more flexibility to integrate state-of-the-art equipment when designing video surveillance systems.

According to Henrik Friberg Jacobsen, vice president of Milestone Systems, "Sony's HD PTZ cameras were the first on the market and Milestone was one of the first VMS providers to support high-definition, so it was natural for us to integrate the full line of Sony HD cameras into our XProtect

platform. The HD quality of Sony's image sensor is a valuable innovation for the video surveillance industry and strengthens system performance for the end user."

In addition to offering excellent picture quality, Sony cameras' multi-streaming capabilities bring a level of flexibility that caused Francis Lachance, product manager, Genetec to remark, "Sony's multi-streaming feature benefits customers who have precise requirements in terms of picture quality, bandwidth and storage utilization. By deploying Omnicast and Sony cameras customers will have the ability to assign specific roles to each video stream allowing users to record, view locally and remotely."

Steve Lewis, VP of Sales and Marketing for ipConfigure said, "Several of customers rely on the combination of ipConfigure's Enterprise Surveillance Manager and Sony cameras with built-in IR illuminators and wide dynamic range sensors, to capture details other IP cameras miss. Furthermore, Sony use of H.264 compression enables the transmission of HD video at high frame rates across a wireless mesh without a glitch."

All of Sony's latest encoders meet industry requirement and support H.264, MPEG-4 and JPEG compression format with 30fps in D1 resolution. Customers that are migrating existing analog closed circuit TV to IP systems can expect Sony's encoders improve the quality of video images from legacy analog cameras due to the use of View-DR technology, which reduces electronic noise, improves image contrast, increases wide dynamic range and enhances light sensitivity.

"This degree of flexibility in streaming will meet the complex needs of traditional security and surveillance, especially when combined with our Observer software," said Wolfgang Baumgartner, CEO of NETAVIS Software GmbH.

Sony's new network cameras and full-function encoder models (SNT-EX series) are equipped with new intelligent video analytics features such as advanced Distributed Enhanced Processing Architecture (DEPA Advanced). "With Sony cameras, the entire process of analytics is handled at the camera side, it's a reasonable solution," said Francis Lachance, Product Manager of Product Management, Genetec. "End users on the Omnicast platform now have the opportunity to enjoy Sony's unique intelligent video analytics."

"Data and feedback from remote cameras are integral to the management of a surveillance network," said Julio Montalvo, Director, Technical Services, On-Net Surveillance Systems. "Integrating with Sony offers OnSSI customers peace of mind that the information collected from the field will be delivered to their management dashboard seamlessly and reliably."