

FOR IMMEDIATE RELEASE

Contact: Rob Manfredo
Sony Electronics Inc.
(201) 930-6032
rob.manfredo@am.sony.com

SONY ADDS NEW PRODUCTS TO THE IPELA LINE OF HD VIDEO SURVEILLANCE SOLUTIONS

DALLAS (ASIS Booth #2923), Oct. 12, 2010 - Following the initial unveiling of Sony Electronics' high-definition network security technologies at ISC West in March, the company will now complete the full range of technologies to reinforce its leadership - launching several new products at ASIS 2010.

Market demand for network surveillance products is growing rapidly and Sony is helping users migrate from analog to IP seamlessly. IMS research shows that in 2010, the global network security camera market will grow by 26 percent.

Sony has added the following full-HD models to the E-Series of cameras SNC-CH220, SNC-DH220, SNC-DH220T, SNC-CH260, SNC-DH260 - all with full 1080p video capabilities as well as the SNC-CH210, SNC-DH210, SNC-DH210T, SNC-CH110, SNC-DH110, SNC-DH110T to the X-Series of compact surveillance to meet these demands and support a variety of applications at range of prices.

"HD is transforming the security industry but few users are taking full advantage of the technology's capabilities or breadth of features," said Miguel Lazatin, Senior Manager, Marketing, Sony Electronics Security Group. "With the launch of these new HD cameras, Sony is now able to offer customers security solutions, regardless of budget, in either digital or analog formats."

Sony's HD range of V, E and X Series cameras provide superior picture quality due to innovations such as View-DR and XDNR technologies. View-DR technology incorporates the latest in wide-dynamic range technology with visibility enhancer which enhances video quality where contrast differs and XDNR allows these cameras to provide quality HD images, even in the most challenging backlit environments. Designed for the highest quality digital imaging, Sony's Exmor™ CMOS sensors ensure the capture of high definition images in low light environments. Many of the new models incorporate in-camera analytics offering system feedback and image analysis in real time.

One new security camera incorporating these features – and more – is the SNC-DH180 vandal-resistant camera. With built-in infrared (IR) illuminator, it delivers excellent images even in absolute darkness. This dual-stream network camera supports H.264, MPEG-4 and JPEG compression formats and is available in a ruggedized model for surveillance applications in high-traffic environments.

With the latest additions to the V and X-Series of surveillance cameras Sony now offers more than 25 HD network models. The E Series includes entry-level models that combine high picture quality and a robust feature-set at a cost-effective price. The X Series offers cameras for unique surveillance installations.

Sporting an ultra-compact housing and stylish design, the X series is used in environments that require high performance in a small footprint. The new cameras are available in a variety of form factors including low profile mini-dome, vandal resistant mini-dome and fixed/box shape. As regards to simple and easy operation, RealShot Manager Lite software is bundled with those cameras. This software allows users to record up to 9 cameras on free of charge basis.

For users that demand feature-rich performance, but still operate on an analog infrastructure, Sony is also adding two new analog cameras. The SSC-N21A and SSC-N11A are low-cost, indoor mini-dome cameras offer high-performance in a simple to install and maintain form. Both cameras offer top quality surveillance video for entry level users.

Sony will also be showing new network surveillance server. The Sony NSR-S10 is a 4-channel network video recorder for analog, digital, HD and SD cameras. With choice of storage capacity of non HDD or 1TB, each recorder can support up to 4 cameras. These recorders provide users easy setup and operation. The NSR-1000 server includes monitoring and search modules that incorporate Sony's DEPA technology to increase the accuracy of object detection capabilities. Lazatin continued, "Only Sony can build a solution that includes recorders, management software and HD display units to ensure seamless performance."

In addition to a full line of cameras and recorders, Sony offers an extensive range of accessories including housings and audio peripherals.

For more information on Sony's new security solutions and to see the entire line of HD video surveillance products, visit www.sony.com/security.