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SONY UNVEILS NEW ENHANCEMENTS TO COMPREHENSIVE PROFESSIONAL BLU-RAY ENCODING TECHNOLOGY

*Company Releases Version 3.0 of Blu-code (BAE-VX1000)
HD Multi-Codec Blu-ray Encoder Software*

PARK RIDGE, N.J., June 1, 2009 – Sony is expanding the capabilities of its professional Blu-ray Disc™ encoding technology, with the version 3.0 release of Blu-code (BAE-VX1000) multi-codec, HD video encoder software for Blu-ray Disc.

The Blu-code 3.0 upgrade from Sony delivers several efficiency and quality enhancements for Blu-ray Disc and DVD compliant encoding. These include multiple noise reduction settings, a real-time playback split-screen results view for one-step comparison between source and encoded files, new scaling lists for improved AVC encoding options, and a built-in BD-ROM compliant authoring feature that allows users to create BD-RE3.0 compatible image files for quality control, client approvals and viewing dailies on a consumer BD player.

“Professional customers ranging from studios and commercial production companies to sports organizations and post houses are adopting Blu-ray as a production format,” said Chris Marchitelli, Sr. Marketing Manager for Sony Electronics’ Content Creation Division. “The Blu-code 3.0 upgrade offers these diverse users an enhanced,

easy-to-use, high-quality solution for any DVD and Blu-ray encoding need. With a true multithreaded design that allows capturing through a built-in utility while encoding, along with the ability to multiplex complete projects for quality control, client approvals, or test discs, the Blu-code is one of the highest quality, most efficient and comprehensive encoding units available today.”

The Blu-code multi-codec video encoder is designed for real-time encoding of MPEG-2 or H.264/AVC primary and secondary video streams compliant for the DVD and Blu-ray Disc format. The unit’s multi-codec design ensures compatibility with all Blu-Ray authoring applications, such as Sony Creative Software’s Blu-print and Sonic Solutions’ Scenarist.

Marchitelli added that Sony Electronics is teaming with Sony Creative Software for sales and support of Blu-code to provide professionals with a complete Blu-ray encoding/authoring solution with capabilities that exceed those currently available on the market today.

The range of new enhancements to Blu-Code 3.0 that are designed to improve workflow capabilities, provide user-friendly integration, and produce superb image quality, include:

- **Noise Reduction Filters** - Includes updated encoding algorithms, pre-designed low pass filter templates and de-noise filtering for CG, camera noise and film grain management. De-banding filters have also been added.
- **New Scaling Lists** - Increase simplicity in encoding with pre-designed AVC scaling lists for complex and demanding content, via simple template selection.
- **Built-in Disc Image Creator** - Create BR-ROM compliant image files of encoded projects, then, using Vegas Pro 9 or DVDA 5, users can immediately burn the multiplexed image files directly to BD-R discs for playback on consumer BD players, providing a fast and efficient means for quality control, dailies and

client approvals.

- **Result View with A/B Split Screen playback** - View and Q/C encoded streams against the uncompressed source material in a synchronized split-screen display on a professional monitor. Users can define horizontal and vertical wipe partitions for real-time playback comparisons of the uncompressed source and decoded compressed stream synchronized in the user interface via SD/HD-SDI output.

The Blu-code 3.0 software is available now as a free upgrade for registered users.

For new users the suggested list price of \$40,000 (application only), and \$59,000 for a complete system (includes a PC workstation). For more information and to order the upgrade or complete system, customers can visit www.sonycreativesoftware.com/blucode or www.sony.com/blucode.

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