

**FOR IMMEDIATE RELEASE**

**SONY NOW SHIPPING PCS-XG80, INDUSTRY'S FIRST 1080I  
HIGH-DEFINITION VIDEOCONFERENCING SOLUTION**

*Strong Demand and Positive Response from Wide Range of  
Users in Corporate, Education, Government and Medical Applications*

**PARK RIDGE, N.J., Oct. 22, 2008** – Sony's new PCS-XG80 system, currently available and shipping, is receiving extremely strong response from a range of end users in diverse professional applications, from corporate and education to government and medical.

The new system, which is the industry's first 1080i HD videoconferencing technology, combines up to 1080i resolution and a high frame rate of 60 fields per second to deliver superb live video quality and a very natural alternative to face-to-face meetings.

"The PCS-XG80 was designed to deliver the best available video and audio quality for large corporate organizations as well as small and medium enterprises, healthcare institutions, education establishments and government agencies," said Aleta Moeller, marketing manager for Sony Electronics' IPELA™ videoconferencing group. "The response that we have been receiving has been extremely positive and highlights the need for cost-effective, proven communication technologies that allow people to engage 'face-to-face' anywhere, anytime."

The system's backward-compatibility gives users the option of connecting with HD video quality through the growing number of affordable high-bandwidth connections or through standard-definition legacy systems over IP and/or ISDN. This system also features BrightFace™, Interactive Annotation, and RF Remote functionality.

The PCS-XG80 system is an expansion of Sony's current HD videoconferencing line-up, and incorporates several functions and features of Sony's PCS-HG90 system. From PowerPoint® presentations and animations to live DVDs, users can also seamlessly share PC data in HD quality at 30 frames per second. Dual stream functionality lets users send two

separate parallel streams of live HD information. Both live camera view and animated PowerPoint data, for example, can be displayed in HD on two different screens or projectors at a remote site.

Featuring six-site multipoint conferencing, users can call up to five other remote sites to simultaneously meet, with multi-language support for 20 different languages available through easy-to-navigate menus. Wide-band stereo audio also enhances the overall meeting experience for users with crisp and clear sound.

The PCS-XG80 is available at a suggested list price of \$8,999. The system is available in the United States through Spire Global, Sony Electronics' exclusive sales arm and servicer for its IPELA line of IP-based video conferencing endpoints and accessory products in the United States. Spire Global can be reached at 888-807-7473, by email, [info@spireglobal.com](mailto:info@spireglobal.com) or by visiting [www.spireglobal.com](http://www.spireglobal.com).