

**FOR IMMEDIATE RELEASE**

## **SONY'S NEW ANYCAST TOUCH ADDS FAMILIAR EASY-TO-USE INTERFACE TO ITS POWERFUL AND PORTABLE LIVE PRODUCTION SYSTEM**

**ORLANDO, InfoComm booth# 2200, June 12, 2013** -- Sony's new Anycast Touch system combines the familiar touch-screen interface common in mobile devices with full-scale A/V performance. This affordable, easy-to-use, ultra-portable all-in-one live production system is ideal for live broadcasting or webcasting in applications such as education, corporate, government, houses of worship, sports and more.

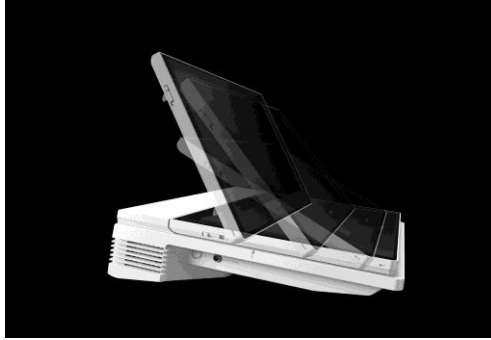
The Anycast Touch system combines a video switcher, audio mixer, special effects generator, PTZ camera control, a real-time streaming encoder, image still store, character generator, and scale converter. It uses a sliding, dual touch-screen interface similar to a tablet. A unique tilt-screen function allows the two dual screens to split video and audio controls and conveniently store them in scene folders with settings including titles, logos and effects. Operators can recall the next video source just by touching its thumbnail picture, and content can be easily streamed live over the internet or a dedicated network.



***Sony's Anycast Touch live production system***

The Anycast Touch system eliminates the additional hardware typically required for professional live streaming such as encoders, video recorders, audio mixers, titlers and remote camera controllers.

The new system (model AWS-750) is an evolution of Sony's popular Anycast AWS-G500. Enhancing the original system's portability, flexibility and scalability, Anycast Touch offers incredible picture quality for live production. The system can produce full HD (1920x1080) content with 10-bit processing to produce extremely clear, highly detailed pictures either in SD, HD or a mix of both.



Sony's AnyCast Touch live production system will be available in September 2013.