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Sony Unveils New Class of Production Switchers with Three Mid-Range Models

*New Models Combine Performance and Affordability
for Schools, Corporations, Houses of Worship and More*

PARK RIDGE, N.J., Sept. 7, 2012 – Sony’s newest production switchers are more than just additions to its well-established MVS series. They deliver powerful new system capabilities and high-end broadcast quality to an array of mid-range production applications, from journalism schools and corporate A/V departments to houses of worship and more. The MVS-3000, MVS-6520 and MVS-6530 models all feature multi-format support, multi-viewer output and brilliant menu panel control, combining performance and affordability into a new class of Sony switchers.

“As the demands for live event production continue to increase and the requirements grow more complex, users need to get more out of their switcher,” said Mark Bonifacio, director, Sony Electronics’ live production systems group. “These new products build on the legacy and control architecture of our flagship MVS-X switchers, offering extremely high-quality images as well as versatility without any compromise in quality.”

The new switchers feature an all-new, easy-to-use control panel (ICP-3000), with an attractive black design and new features such as a choice of multi color source buttons and OLED source name displays. These features represent the frontier of switcher technology and performance, creating a new standard for convenience and cost effectiveness.



ICP-3000 Control Panel

This control panel can be operated in combination with a standard DVI computer monitor and a mouse as menu panel to greatly expand operational flexibility. Button indications have also been greatly enhanced over previous generation switchers.

Cross-point OLED source-name displays, FlexiPad, and Shot Box™ buttons all incorporate a backlit indicator to which preset pattern icons or text can be imported and displayed. Together with multi-color cross-point buttons, these indicators help to keep the operator informed at all times of cross-point, button assignments and source type group.

MVS-3000 Multi-Format Switcher

Compact and well-designed, the new MVS-3000 multi-format production switcher delivers the high performance, functionality and stability of Sony's industry-standard MVS series. It is ideal



MVS-3000 Multi-Format Switcher

for production studios, stadiums, houses of worship, and OB vehicles requiring multiple inputs in a limited space. The MVS-3000 comes with sophisticated capabilities such as two mix effects (M/Es), four keyers per M/E, each with the MVS high-performance chromakey, 2.5D resizers, color correction, and more. The self-contained 4RU processor with dual multi-viewer output that splits into four frames or 10 frames offers simple configuration, and is a choice for small production facilities that have

limited installation space.

The MVS-3000 uses a newly developed image processor, internal 2.5D digital multi-effects (resizer engine), clip transition effects, side flags and internal format convertor. It can cater to production needs by offering 32 inputs/16 outputs and 2ME.

The MVS-3000 has eight keyers allowing sophisticated layering from each M/E. Separate from the main fader, each keyer has its own auto-transition controls, allowing users to insert or remove keys on an individual basis with independent wipes and dissolves. For further flexibility, each keyer in every M/E also offers chroma keying and color vector keying, eliminating restrictions of selectable key types. These full featured M/Es allow total interoperability of effects on all M/Es. The resizer function in the MVS-3000 allows superb simple 2.5D DME effects to be supported through four out of eight keyers which can be activated by key frames.

A variety of effects - such as Mosaic and Defocus - can be applied to resized images. All these effects can be created without the use of an external DME, delivering great advantages for both simple operation and minimal system cost.

The MVS-3000 provides a high-capacity "frame memory system" that enables video frames to be captured and stored as still images. The system also allows a sequence of frames to be recorded as a video clip (called a "frame memory clip").

MVS-6530/6520 Multi-Format Switchers

The new MVS-6530/6520 switchers inherit an array of features and technologies from Sony's renowned MVS-X switcher series, leveraging years of industry experience at the highest levels.



The MVS-6530/6520 models are available in three and two M/E configurations. Featuring high performance keys with chroma-key functionality and resizers, color correction and multi-viewer outputs, the new models offer the perfect balance between size and specification. They are ideal for production needs starting at 32 inputs / 16 outputs 2ME (MVS-6520) and up to 48 inputs / 32 outputs 3ME (MVS-6530). The

MVS-6530 is equipped with 16 keys, while the MVS-6520 is equipped with eight keys, allowing sophisticated layering from each M/E.

Separate from the main fader, each key has its own auto-transition controls, allowing users to insert or remove keys on an individual basis with independent wipes, DME wipes, and dissolves. For further flexibility, each key in every M/E also offers chroma-keying and color vector keying, eliminating restrictions of selectable key types. These full featured M/Es allow total interoperability of effects on all M/Es.

The resizer function allows superb simple 2.5D DME effects to be supported through eight out of 16 keys of the MVS-6530, and four out of eight keys of the MVS-6520. A variety of effects such as Mosaic and Defocus can be applied to resized images. All these effects can be created without the use of an external DME.

The MVS-6530/6520 switchers include a two-channel multi-viewer output, with a choice of 10- or four-way split display, saving space on additional monitoring plus offering an easier set up and overall cost reduction.

Other features include an AUX transition capability that allows users to perform mix transitions directly on an AUX output, and newly designed ICP-6530/6520 control panels which include color cross-point patterns ideal for grouping and high-visibility OLED source-name displays. These help the operator stay informed at all times of cross-point, button assignments and source type group.



The new products are planned to be available beginning in November, with pricing to be announced.