

SONY ELECTRONICS SCORES WITH HD UPGRADE PROJECTS FOR FOUR BASEBALL STADIUMS

HD Cameras and Camcorders, Switchers and Displays Enhance Fan Experience at Home Parks of Rangers, Astros, Phillies and Red Sox

PARK RIDGE, N.J. – With opening day for Major League Baseball just around the corner, Sony Electronics is already in mid-season All-Star form, with several comprehensive HD upgrade projects underway at four baseball stadiums: Citizens Bank Park (Philadelphia Phillies); Rangers Ballpark (Texas Rangers); Fenway Park (Boston Red Sox); and Minute Maid Park (Houston Astros).

For each project, Sony served as prime contractor for the video replay room. For the Rangers and Astros, Sony also supplied HD LCD displays for the stadium's new digital signage system. At Citizens Bank Park (Phillies ballpark), Sony is also supporting the organization's coaching solution and sub-contracting with Daktronics to provide LED displays.

The Sony equipment in the video replay rooms includes varying combinations of HDC and HSC series studio cameras, as well as XDCAM EX and XDCAM HD optical camcorders; MVS series switchers and LUMA LCD monitors. These products are used to capture and produce video for playback during games on the stadium's LED screens and the HD displays throughout the interior and exterior of the facilities. The Sony displays also show game content and other team-produced video and advertising elements, to guests in luxury suites and in other areas.

The HD upgrades are the latest examples of Sony's ongoing work with the professional and collegiate sports markets. They join a long list of current and newly built stadiums and ballparks that have enhanced their production values and fan experiences through Sony HD technology, including Yankee Stadium, Cowboys Stadium, the New Meadowlands Stadium, American Airlines Arena (home of the Miami Heat), the Great American Ball Park (Cincinnati Reds), and many others.

"For fans, enjoying the action on the field is now just one part of their stadium experience," said Steve Stubelt, director of Sony Electronics' Solutions Group. "Our goal is to help organizations create an enjoyable and fully immersive entertainment experience, whether they're in their seats, at the concession stands or anywhere in between. The Sony HD hardware and software delivers powerful benefits for a team's production capabilities, fans and also for sponsors and other partners."