

**FOR IMMEDIATE RELEASE**

**Contact:** Tom Di Nome  
Sony Electronics  
201-930-6357  
tom.dinome@am.sony.com

**“CELEBRITY APPRENTICE” CHOOSES SONY XDCAM HD  
TECHNOLOGY FOR ITS FIELD AND PRODUCTION OPERATIONS**

*XDCAM HD Optical Disc System Takes Popular Reality Series into Tapeless Production*

**PARK RIDGE, N.J., March 15, 2010** – When the “Celebrity Apprentice” opens its 3rd installment this week, Sony’s XDCAM® HD optical disc system will be following the contestants from their travels around New York City to their showdowns in the Boardroom.

According to the show’s production team, the XDCAM HD system’s optical PDW-F800 camcorders and PDW-F1600 decks were chosen because they give crews the convenience of a file-based workflow combined with the advantages of a cost-effective and archivable media, and the technology was the right choice for bringing the show’s production into high definition.

“We have upwards of 19 crews out shooting six days a week, so there is a lot of footage that needs to be brought back, edited and made ready for air in a short period of time,” said Rita Doumar, line producer for “Celebrity Apprentice.” “The fact that everything is file-based makes the work go much faster and saves time during production. And since it’s disc-based, to be able to view something on-the-fly and then

immediately punch record and know that you're not going to be recording over anything is a great comfort."

The show's production teams are also impressed with the camcorders' cache recording feature, which allows them to continuously record 30 seconds of video, audio and metadata in memory while in standby mode. Then, when the record button is pushed, those previous 30 seconds and all associated data are automatically recorded onto the Professional Disc media and the camcorder can immediately continue recording in real time.

"A lot of what we capture is spontaneous conversation," Doumar said. "Crews can be standing by listening to conversations and still be ready to cover something immediately because of the cache feature."

The camcorders' in-camera editing capabilities also come in handy, especially the ability to review footage immediately as thumbnails on the camcorder's LCD screen.

"The unique production capabilities of the XDCAM HD technology and the overall workflow benefits are a great fit for this show's requirements, capturing and producing a mix of live and pre-recorded material," said Wayne Zuchowski, group marketing manager for XDCAM systems at Sony Electronics. "The random access nature of the optical workflow will also keep up with the show's fast-paced environment."