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**SONY'S XDCAM PROFESSIONAL OPTICAL DISCS ARE AVAILABLE**

*Emmy-nominated Technology Is Choice of Networks, Reality TV Producers and More; Industry Continues to Realize Benefits of Cost-effective, Optical Disc-based workflow*

**PARK RIDGE, N.J., Jan. 5, 2012** – Sony's XDCAM HD optical disc system continues to be the technology of choice for a range of professional production applications, including broadcast news, episodic and reality TV programming, rental houses and more.

XDCAM technology – first the standard- and then high-definition versions -- has always been a favorite of reality television producers for its flexibility, immediate random access and editing convenience. Currently, more than 200 shows are using the Sony optical disc format.

Many major networks and station groups have adopted and standardized on the XDCAM platform for their ENG and news production operations. According to many broadcasters, the optical system has significantly streamlined operations and production workflow, allowing footage to be shot, edited and sent to air faster and more efficiently.

“Productions of all types, at all stages, are realizing the benefits of using Sony's Professional Disc technology throughout the entire workflow,” said Margot Lapides, Marketing Manager, XDCAM Optical Media at Sony Electronics. “Being able to quickly search through tremendous amounts of footage that's digitized and ready to go to the editing suite is a huge benefit.”

Production professionals often cite Professional Disc optical media as “extremely portable and durable” in any type of shooting environment, and also describe it as an ideal choice for creating a long-term archive of footage.

Supply of Sony Professional Disc™ is currently available. Contact an authorized Sony Professional Media dealer today for details on purchasing Sony Professional Disc Media today, or visit [www.sony.com/mediaonthego](http://www.sony.com/mediaonthego).