

FOR IMMEDIATE RELEASE

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

**SONY ADDS SxS MEDIA RECORDING CAPABILITIES TO
PDW-HR1 XDCAM HD422 HIGH-DEFINITION FIELD RECORDER**

*Industry's First Hybrid Field Recorder Delivers Unprecedented Production Flexibility,
High-speed File Transfers and High-capacity, High-reliability Performance*

PARK RIDGE, N.J., Oct. 26, 2010 – Continuing the evolution of the XDCAM® family of tapeless technologies, Sony has enhanced its PDW-HR1 high-definition field recorder with the addition of two SxS™ media slots. This “fusion” gives users the unprecedented flexibility of recording to solid-state media in the field, combined with the ability to archive the SxS content to Sony’s Professional Disc™ media. The upgraded model, renamed the PDW-HR1/MK1, will be available in November and continues Sony’s commitment to providing users with hybrid media options that fit their individual workflows.

“Sony offers the unique combination of both Professional Disc and SxS solid state in our camera line, which is the main reason XDCAM technology continues to be the system of choice for professional video production,” said Kaori Uno, XDCAM senior product marketing manager for Sony Electronics. “The addition of hybrid media capabilities combined with fast file-based operations and superb reliability and capacity makes this recorder even more ideal for applications where speed is critical. It’s compact enough to fit in a car or helicopter, and also offers 4:2:2 HD image quality for news programming or motion picture production, where the right look is critical.”

The PDW-HR1/MK1 recorder also now features voice-over recording capabilities, a useful feature for ENG crews or documentary producers. They can connect a microphone directly to the HR1 and record a narration track in the field, then do a rough-cut edit on location. The final edit can be saved on the Professional Disc media or sent directly to microwave via the recorder's DVB-ASI output.

“The optional MPEG TS adaptor board (PDBK202, \$3,300) can offer customers significant savings in operational costs simply because they don't need to have an expensive HD encoder in their OB van,” Uno said. “The PDW-HR1 also comes with HD-SDI or analog composite input, making it ready to record any pool feed.”

This mobile unit is designed as the ideal ENG/EFP complement for Sony's XDCAM optical or XDCAM EX solid-state camcorders, while also supporting legacy formats including MPEG IMX®, DVCAM™ and 4:2:0 HD content.

In addition to 1920 x 1080 HD resolution and eight-channel 24-bit uncompressed audio, the recorder features a built-in up/down converter, and provides multi-format (1080i/720P) recording flexibility, as well as cross-conversion during playback between 1080i and 720P. It has 24P (23.98) record/playback capability for 4:2:2 HD content as a standard feature.

A range of video and audio interfaces allow for easy interoperability with other devices and editing systems, with connectivity via HD-SDI in/out, HDMI™ out, SD-SDI in/out, composite in/out Gigabit Ethernet, RS-422A control and optional i.LINK® TS in/out and DVB-ASI out.

The PDW-HR1's user interface has a “VTR-like” jog/shuttle operation, with control either through the front panel or a remote control unit. A 9-inch (viewable area

measured diagonally) color LCD display and built-in speakers are also incorporated, and the unit can be battery-operated or used with AC and DC power sources. Other features include scene selection for EDL-based clip editing and trigger REC on SDI.

For more information on the new PDW-HR1/MK1, visit www.sony.com/xdcam.