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**ENVIRONMENTAL PROTECTION AGENCY GOES TAPELESS  
WITH SONY PMW-EX1 COMPACT CAMCORDER**

**PARK RIDGE, N.J., Nov. 19, 2008** – Brian Taylor, a senior videographer for the Environmental Protection Agency, was looking for a new field production tool that would accomplish several goals: Be compact enough for traveling, take his video workflow into high-definition, and produce great-looking images.

He found all these in the Sony PMW-EX1 compact memory camcorder.

“Our priority was to have portable HD capabilities for location projects and replace our older and heavier shoulder-mounted Betacam SX® and DVCAM™ units,” Taylor said. “Traveling as a two-person crew -- a producer and a videographer -- you can't take all of the luxuries of the studio with you. And besides, after starting my shooting career on monstrous ENG tube cameras, my back isn't as strong as it once was.”

The PMW-EX1's size, image quality and HD resolution, as well as its use of ExpressCard-based technology for a recording format, presented Taylor with the perfect solution. He and his team have used the camcorder on more than 15 projects, including the production of three EPA videos that will have national distribution.

A recent project took Taylor and his team through Seattle, Atlanta, and parts of Florida, New Jersey and Montana. They found the camera had no problem adjusting to the varying shooting conditions on each location.

“Montana presented the most diverse challenges,” he said. “Within an hour, I had shot in the bright sun, rain, snow, and wind. The only difficulties were with me adjusting to the changing conditions. The EX-1 one didn't skip a beat.”

Taylor added the camera's full raster, half-inch 1920x1080 CMOS sensors perform well in any lighting environment.

“Usually, I'm trying to tame the amount of light reaching the sensors,” Taylor said. “Shooting outdoors on a sunny day, I invariably have to invoke one of the built-in ND filters. This can also be a plus when you want to decrease your depth of field and have the background out of focus. I throw the iris wide open, flip to 1/64 ND and there it is - instant blurry background.”

Of the camera's features, Taylor said he was impressed with the LCD flip-out screen (“I hardly ever use the eye-piece”), the on-screen histogram, the “professional-feel” of the lens, the delete-last-shot function, and the assignable buttons.

He added that the camera's memory-based recording format – specifically the SxS PRO™ cards – significantly enhance his workflow in the field.

On a shoot, Taylor uses one or two EX1's, with nine SxS PRO™ cards – two 8GB and seven 16GB models – working with a 2.4 GHz computer with 2 GB Ram.

“I'll begin shooting with a card in both slots,” he said. “Once I've filled both cards, I eject them and switch on the write-protect feature to label them. If there's time between the next shooting location, I'll do a quick camera-to-computer USB transfer of the root BPAV folder to the internal drive and tuck those cards away if I'm still in the field. Once I'm back to my hotel or office, I'll re-wrap MP4 data to digital video files without having to touch the codec. These are my dailies, if you will.”

Workflow improvements are only one part of the EPA's EX1 success story.

"Brian and his team have been able to easily plow through the fear and complexity of learning new equipment and workflow integration with our existing SD/SDI set-up, doing HD conversions and editing in Final Cut Pro software with output in various formats," said Ron Slotkin, director of the EPA's Office of Multimedia Operations and Services. "In addition to the cost and other benefits of offering HD video in the government sector, I can not say enough about the incredibly superior video products we are getting from the EX1. This is a major technology leap forward for EPA."