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**SONY REDEFINES INDIE FILMMAKING AT 2011 SUNDANCE
FILM FESTIVAL WITH GROUNDBREAKING NEW PMW-F3 CAMERA**

*New Handheld Super 35mm PMW-F3 Delivers High Performance at an "Indie" Price;
Chosen by Sundance as Primary Camcorder for 2011 Filmmaker's Lab*

PARK CITY, Utah, Jan. 23, 2011 – Sony Electronics' newest digital production technology – the PMW-F3 camcorder – is making its premiere at the 2011 Sundance Film Festival.

Sony announced the PMW-F3 just two months ago and the camcorder, which begins shipping this month, has already received extremely positive response from all corners of the digital production community. Sony is continuing its 30-year-plus relationship with Sundance by announcing that the Sundance Institute has chosen the PMW-F3 as the primary camcorder for this summer's Sundance Filmmakers Lab, an annual workshop for creative professionals.

"Sony has continually developed world-class technology for working filmmakers, first from analog to digital, then from standard- to high-definition technology," said Ian Calderon, Senior Advisor, Digital Initiatives for The Sundance Institute. "Now they are charting new creative territories -- offering a handheld Super 35mm digital camcorder and giving filmmakers an unbeatable combination of breath-taking images, flexibility, performance and price."

Since digital technology first appeared at Sundance in the mid-'90s, there has been a steady evolution toward digital throughout the independent production community. Continuing the production trend of recent years, the majority of this year's festival entries were shot digitally, with many of those originated in a Sony HD format. In

addition, each of the Sundance screening venues is equipped for digital playback using Sony's HDCAM® format.

“Our camera line has evolved to stay current with the indie community’s real-world needs, and that is a successful approach that we are continuing with the PMW-F3,” said Peter Crithary, production marketing manager for Sony Electronics. “With the F3, we’re putting the full power of our digital production expertise to work for professional shooters, at a breakthrough price to performance ratio.”

The new PMW-F3 camcorder is designed for a range of digital production applications -- from commercial, documentary, television and feature film production to markets such as education, corporate, government and more.

The new compact camcorder has a basic list price of \$16,000. That, combined with the availability of a low-cost PL lens kit, which includes 35/50/85mm T2.0 fixed focal length lenses, broadens the camcorder’s range of potential applications and gives users more flexibility in lens selection. For example, it is ideal for use as a 2nd unit 35mm camera to complement to Sony’s F35 and SRW-9000PL, which are also PL Mount, S-35mm cameras.

The new F3 camcorder is based on Sony’s XDCAM EX workflow and uses Sony’s SxS™ ExpressCard-based recording media format. Its Super 35mm CMOS imager delivers shallow depth of field, with high sensitivity and low noise levels (ISO 800, F11; and S/N ratio of 63dB in 1920x1080/59.94i mode), as well as wide dynamic range.

The camcorder offers shooters a wide range of image creation options. Through the use of an HD-SDI dual-link output for external recording (4:2:2 1080 50/59.94P as

standard; and RGB 1080 23.98/25/29.97PsF as an option), footage shot with the F3 can be seamlessly inter-cut with content shot on Sony's F35 or SRW-9000PL cameras.

Additionally, "S-Log" and "Hyper Gamma" can be selected. This can significantly increase the camera's performance of dynamic range. S-Log is Sony's unique approach to the unprocessed "Digital Negative," allowing access to the full dynamic range of the Super35mm imager for maximum flexibility in image manipulation during post production. This capability combined with the widely used SxS format lets users take advantage of already well-established XDCAM EX and HDCAM SR workflows.

The PMW-F3 camcorder will be available for a suggested list price of \$16,000 (PMW-F3L, without lens) and \$23,000 (PMW-F3K (with PL Lens kit).

For further product information: <http://www.Sony.com/CineAlta>
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