

# Delivery to 1st Customer - Otto Nemenz - Marks New Era in Digital Production; Camera Starts Shipping to Meet Incredible Demand for 4K Production

PARK RIDGE, N.J., Jan. 15, 2012 /PRNewswire/ -- With the momentum behind 4K technology continuing to build, the company that started it all – Sony – is now shipping its revolutionary F65 CineAlta™ digital motion picture camera.

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At an exclusive ceremony held during the Sony Open golf tournament, Sony senior executives, including Sir Howard Stringer, Chairman, CEO and President of Sony Corporation, presented the first official production unit, Serial number 10001, to Otto Nemenz, president of Hollywood-based motion picture rental company Otto Nemenz International.

"The delivery of this first F65 represents a significant technological advancement for content creators and we are excited to see what filmmakers will create with this new tool," Mr. Stringer said.

Since it was announced just a few months ago, the F65 has been in high demand by the motion picture production industry, with pre-orders for approximately 400 units worldwide. The F65 has been tested by a range of DPs and production professionals, and currently at least two major studios are planning to use it on projects that will begin shooting almost immediately upon delivery of the cameras.

"This is an extremely exciting time for the production industry," said Mr. Nemenz. "4K is now a reality and represents the next great leap in entertainment technology. The F65 is a revolutionary camera and sets a new standard for digital production workflows."

Sony pioneered 4K technology with its 4K digital cinema projector, and has delivered more than 10,000 projectors to movie theaters worldwide. At the Consumer Electronics Show last week, the company reaffirmed its commitment to 4K, announcing plans for new 4K home theater technologies. The F65 camera raises the bar further, with an 8K image sensor that allows productions professionals to derive "true" 4K content.

"Technologies like the F65 are the foundation of Sony's global 4K expertise, demonstrating that no other company can offer a total 4K experience," Mr. Stringer said. "It's all about keeping image quality at the highest level possible – at every point from the camera to final projection. We're proud to make this first presentation to Otto Nemenz, and we will continue working on the development of 4K technology to deliver the ultimate viewing experience to consumers around the world."

The F65 camera's unprecedented 8K image sensor, with approximately 20 total megapixels, offers higher image fidelity than any other digital cinema production camera. With 16-bit Linear RAW File output capability, the F65 creates the gateway to an end-to-end 4K file-based mastering workflow.

The F65 camera will be available direct from Sony and through authorized resellers.

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