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**SONY INTRODUCES NEW CAMERAS TO THE ROBOTIC
AND MACHINE VISION MARKETS**

XCD-MV6 Sets New Standards for Mini 1394.b; XCG-SX99E Expands GigE Lineup

CHICAGO, Mar. 21, 2011 (Automate 2011, Booth 628) – Sony Electronics is displaying two new cameras for the robotic and machine vision markets at the Automate 2011 show. The new cameras enhance and expand Sony’s machine vision products, combining superior capabilities and competitive pricing.

The XCD-MV6, a miniature IEEE 1394b monochrome camera with a CMOS sensor designed for space-restricted machine vision and robotic applications, is being unveiled for the first time. The XCG-SX99E is the newest member of the growing XCG lineup of high performance digital cameras with the GigE Vision® Interface and a high (27 fps) frame rate.

“The XCD-MV6 and XCG-SX99E reflect Sony’s commitment to providing more than imaging excellence – we engineer to deliver an extraordinary value proposition to the marketplace,” said Ken LaMarca, vice president of the visual imaging products division at Sony Electronics. “Aside from delivering quality digital imaging at an affordable price, these cameras also reflect our commitment to listening to customers and responding with new products to suit their evolving needs.”

The XCD-MV6 is designed to serve as a “bridge” technology allowing those with existing analog systems to make an easy transition to a digital interface. It is the smallest member of the XCD-series cameras for the IEEE1394b interface. Measuring just

1-3/16”x 1-3/16” x 3/4” (29mm x29mm x19mm), the tiny form-factor allows it to be built into machines with space and weight restrictions.

The next-generation imager has the inherent efficiency of CMOS technology but rivals CCD image quality. The digital design offers fundamental advantages over miniature analog cameras. The rugged unit receives both data and power through the single digital interface and does not require a frame grabber board, aiding in reducing system costs.

The XCG-SX99E is the latest model of the XCG series that incorporates the GigE interface to enable large-scale systems that require high-bandwidth data capabilities over long distances of up to 100 meters. It builds on the success of the SX97E camera providing the same popular combination of features but increases the frame rate to 27 fps. This makes it suitable for high-speed robotic, inspection, and other applications that demand higher frame rates. Like the XCG-SX97E, the SX99E’s 2/3-type SXGA imager has excellent near-IR sensitivity and can operate effectively in assembly line applications where lights in the visible spectra would be obtrusive. To meet the growing popularity of GigE interface products, three additional XCG cameras are slated for release later this year.

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