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**NEW SONY EVI CAMERAS INCREASE VERSATILITY
OF PAN-TILT-ZOOM ROBOTIC CAMERA LINEUP**

*New Features & Performance Meet Demands of Videoconferencing
and Remote Applications*

ORLANDO, Fla. (InfoComm Booth #2200) June 15, 2011 – At InfoComm 2011, Sony is showcasing the latest additions to the popular EVI series of pan-tilt-zoom (PTZ) video cameras. The EVI-H100S and EVI-H100V high-definition cameras, alongside the standard definition EVI-D80 and EVI-D90, provide added choices for the growing range of videoconferencing, distance learning, house of worship and remote justice applications where imaging excellence, proven reliability and installation flexibility are key.

“These latest additions to the EVI series rival the increasing diversity of applications for virtual technology in the ever-expanding videoconferencing and telepresence markets,” said Ken LaMarca, vice president of visual imaging products division at Sony Electronics. “The new EVI-H100S and EVI-H100V offer 1080/30p resolution, while the EVI-D80 and EVI-D90 add options for SD installations beyond our pacesetting EVI-D70 camera.”

Full, Native HD with the EVI-H100S and EVI-H100V

The EVI-H100S and EVI-H100V cameras expand the EVI HD lineup with their full, native HD (1920 x 1080) sensor. The 1/2.8-type Exmor™ CMOS sensor has a minimum illumination of 0.5 lx in high sensitivity mode, 1.7 lx in normal mode. Optical

zoom capabilities have increased to a full 20x with an additional 12x digital zoom compared to existing EVI HD cameras. Both can be desktop- or ceiling-mounted for use with a wide variety of codecs and systems to produce exceptional high-resolution images. The EVI-H100S outputs HD through HD-SDI and SD via VBS while the EVI-H100V utilizes a DVI interface and offers analog component (YPbPr) output for HD-only.

EVI-D80 and EVI-D90 – Building on the EVI-D70's Success

The EVI-D80 and EVI-D90 build on the firm foundation of the popular EVI-D70 by increasing imaging quality, expanding zoom ratio and including ceiling-mount capabilities. Both new cameras increase horizontal resolution to a full 550 TV lines. The EVI-D90 incorporates a 28x optical zoom with 0.65 lx minimum illumination and includes wide dynamic range capability. The EVI-D80 inherits the EVI-D70's 18x optical zoom while improving the minimum illumination to an impressive 0.4 lx.

Moving Forward with the EVI Series

All the new cameras share features that are the hallmark of the EVI series combining sophisticated signal processing with extensive exposure control options to maximize image quality under even the most challenging conditions. Camera settings and pan/tilt/zoom functions can be performed remotely at high speed via the RS-232C interface (VISCA™ protocol). These new EVI cameras share the identical compact, easy-to-install design and are engineered for exceptional smooth and quiet operation. All four new models are available in either a black or white housing and are scheduled to be

available starting in January. For more information, please visit:

www.sony.com/videocameras.

About Sony Corporation

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$87 billion for the fiscal year ended March 31, 2011. Sony Global Web Site: <http://www.sony.net/>
