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SONY SHOWCASES COMPREHENSIVE HD SURGICAL SOLUTIONS AT 2008 ACS CONFERENCE

SAN FRANCISCO (ACS Booth # 619) Oct. 13, 2008 – From image capture and display to videoconferencing and printing—Sony will showcase a range of high-definition (HD) technologies being used to enhance the complete surgical imaging process at the upcoming American College of Surgeons Congress (ACS).

"Surgeons are just beginning to discover the full potential of end-to-end HD imaging to enhance both the practice of medicine and medical education," said Brian Zimmer, product marketing manager for Sony Electronics' Medical Group "By using HD, users can achieve greater visualization of anatomic detail and color accuracy can boost clinical confidence and support more precise surgical interventions, particularly for minimally invasive procedures."

ImageCore HD Digital Capture System

New at ACS will be the ImageCore™ HD Digital Capture System, an all-in-one, medical grade unit that captures still and moving images that can be stored on a hospital's network server or on the unit's built-in CD/DVD/Blu-ray Disc™ recorder or any attached USB device. An easy-to-use and versatile image management system, the portable

DICOM-compliant device delivers full HD (1920 x 1080) resolution. It utilizes a 17-inch (viewable area, measured diagonally) touch-screen with a simple interface.

The new ImageCore System offers variable bit rates of 18/25/35 Mbs and a high-speed Core2 Duo processor for superb image quality and ultra-fast operation.
The unit accepts HD video input from a full range of manufacturers and is backward compatible with standard definition systems. Its key features also include easy conversion of still and video images to Microsoft PowerPoint® presentations, voice annotation, built-in drivers for popular Sony medical-grade printers and VESA™ mounting for boom arms and carts.

LMD-3250MD HD LCD Display

Also highlighted will be the Sony LMD-3250MD 32-inch (viewable area, measured diagonally) LCD medical-grade widescreen display with full HD (1920 x 1080) resolution and designed for endoscopic, surgical reference and educational applications. The new unit follows Sony's current top-of-the-line LMD-2450MD 24-inch model, and offers users an expanded viewing area and range of additional advanced features.

Providing enhanced side-by-side image display, the new LCD display supports simultaneous viewing of multiple modalities and maximizes use of its available screen real estate to significantly expand image size. Similarly, the picture-in-picture mode delivers larger inset images with enhanced space utilization.

In dual monitor configurations, an innovative mirror image feature inverts the image display on one of the monitors to present clinicians, wherever situated, with an image orientation consistent with their view of the surgical field.

Like the LMD-2450MD, the new monitor also boasts 10-bit signal processing and Sony ChromaTRU™ color balancing for superb detail, brightness and color accuracy. Designed for easy integration and operation in surgical environments, the new display is compatible with a full range of surgical mountings and features a front bezel control panel with touch-sensitive backlighting.

PCS-XG80 Video Communications System

Also being showcased at the Sony booth is the industry's first HD videoconferencing system supporting advanced l080i (1920 x 1080) resolution and a high frame rate of 60 fields per second. Enabling lifelike, interactive broadcast of surgical procedures, patient consultations and educational sessions, the Sony PCS-XG80 video communications system is an easy, cost-effective way to connect clinicians whether across the enterprise or in remote locations, through real-time video and live interactive dialog.

To enhance operation in sub-optimal lighting conditions, the system takes advantage of Sony's new BrightFace technology to optimize video illumination pixel-by-pixel, eliminating dark shadows and overly bright areas. The system also integrates both video and presentation data displayed on a PC into the conference broadcast and supports PC data annotation using digital tablets.

The system can be configured to communicate simultaneously with up to five remote sites using existing IP or ISDN network infrastructure for a fraction of the cost of traditional satellite-based conferencing.

UP-55MD/HD Printer

In the printer category, Sony is showcasing the UP-55MD/HD high-definition A5 color video printer, which accepts 1080i and 720p HD video signals to produce detailed, realistic prints in full HD resolution and widescreen aspect ratio. Powerful, fast and compact, the printer incorporates all the features of Sony's popular UP-55MD SD model with added high-resolution capability.

The new printer is backward compatible to accept SD signals and offers an automatic signal detection feature. For added convenience, the device can capture and save printed images to small, portable USB storage devices, including the Sony MicroVault™ drives.

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