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**SONY SHOWCASES LEADING-EDGE HD  
TECHNOLOGY AT THE ACS CONFERENCE**

*Attendees Experience the Future of HD in Stunning 3D*

**Chicago, October 11, 2009** --With hands-on demonstrations and informative displays, Sony is showcasing its full range of high-definition (HD) video and related surgical technologies this week at the American College of Surgeons (ACS) Congress. Visitors to the Sony booth have the opportunity to explore leading-edge products that span the entire HD surgical spectrum—from cameras and displays to image capture and printing—to see first-hand how advanced Sony technology is helping both to change the face of today’s minimally invasive (MI) surgery and to view its future up close in breathtaking 3D.

“As a leader in HD technology, Sony is helping surgeons to capitalize on the expanding capabilities of video to enhance surgical procedures, share vital clinical information and train surgeons of the future,” said Brian Zimmer, senior marketing manager, Sony Medical Systems Division. “Through our comprehensive booth presentation, we hope to provide surgeons from around the country with the inspiration and information they need to discover new and better ways to use HD technology now and in the future.”

**ImageCore HD™ Digital Capture System**

Seated counter-style at a Sony ImageCore HD™ display center, visitors to the Sony ACS booth can explore the quality features of Sony’s popular ImageCore HD

digital capture system, an all-in-one, medical grade unit that captures still and moving images from a full-range of endoscopic camera systems. The device stores images on a built-in CD/DVD/Blu-ray Disc™ drive, on any attached USB device, as well as over a hospital's network. The ImageCore HD system features a convenient 17-inch (viewable area, measured diagonally) touch-screen interface.

### **Mock Operating Room**

A free-standing boom-arm surgical tower provides an overview of Sony's newest MI operating room (OR) products that support the HD signal throughout the imaging chain. It includes the Sony model PMW-10MD medical grade HD video camera with on-board storage and a 1/2-inch CMOS sensor for ultra-high image quality. The device captures open surgeries in progress with F10 sensitivity and a signal-to-noise ratio of 54dB. Complementing this is the ImageCore HD Digital Capture System, a versatile image management system and a vital part of most HD imaging configurations.

The Sony surgical tower also includes the model PCS-XG80 HD Internet-based videoconferencing system, which shares the immediacy of live surgeries with physicians in remote locations. The device can connect up to six sites, provides crisp, clear stereo sound and also supports transmission of PC data in HD at 30 frames per second.

Also featured is an array of Sony high-performance printers, including the UP-55MD/HD A5 HD color video printer, which is ideal for HD endoscopy as well as ultrasound applications. The printer features an innovative Sony ImagePort feature that enables direct image storage to a USB drive for easy importing to a PC.

Surgical teams needing a detailed, global view of the operating environment will benefit from Sony's wall-mountable 65-inch professional LCD, also on display in the

mock OR. The SNC-RH124 IP camera, with remote Internet control, can be ceiling-mounted in the OR to allow other clinicians to view the surgical team's activities throughout the entire procedure.

Rounding out the display are Sony HD medical-grade monitors in a range of sizes that bring the power of HD technology directly to the user. Visitors to the booth may also view a complete range of Sony HD medical and professional displays in a comprehensive monitor gallery.

### **Versatile, Mobile Carts**

The benefits of Sony's high-performance, ultra-compact technology are showcased in an HD telemedicine cart equipped with the PCS-XG80 HD videoconferencing system and LMD-3250MD 32-inch HD LCD monitor that support remote Internet-based surgical consultation wherever required throughout the enterprise.

A second cart features the model PMW-10MD camera for open procedures and model UP-DR80MD printer, showcasing Sony technologies that help surgeons capture and document procedures using both video and still images in the OR or on the go.

### **The Future in 3D**

As an exciting focal point of the booth, meeting-goers are also glimpsing the future of the HD OR and exploring the clinical benefits of the most realistic video images to date with a special preview of work-in-progress Sony 3D video technology. Utilizing a laparoscopic trainer, special 3D glasses and Sony HD displays, booth attendees can experience the power of this emerging technology through a simulated surgical procedure.