



**FOR IMMEDIATE RELEASE**

**Contact:** Rob Manfredo  
Sony Electronics  
201.930.6032  
[rob.manfredo@am.sony.com](mailto:rob.manfredo@am.sony.com)

## **Sony Debuts Blu-ray Recorder, Video Management System, Remote Camera System and More at the ACS Conference**

**Washington, October 4, 2010** (ACS Booth #911)--Sony Electronics is showing a complete line of imaging solutions covering every link in the surgical imaging chain this week at the American College of Surgeons (ACS) conference. Highlighted in the Sony booth will be the debut of the first stand-alone medical 3D LCD display (work-in-progress). Sony will also showcase three other new high-definition (HD) products for the operating room (OR), including a digital video recorder, a video storage solution and a remote IP camera-based HD video communications system along with recently introduced systems which are being used by a growing number of medical facilities nationwide.

### **HVO-1000MD Medical Blu-ray Video Recorder**

Debuting at ACS is the HVO-1000MD digital recorder, offering the sophistication of a full-featured digital capture system without the associated complexity and high cost. The digital recorder supports multiple inputs from SD and HD devices as well as multiple signal formats including 1080P via DVI-D for compatibility with a full range of video environments. It can record both video and still images at three different bit rates.

Significantly speeding workflow for busy surgeons, the unit supports simultaneous recording on an internal hard drive and two external media, such as a Blu-ray disc and USB portable hard drive, as

well as real-time distribution via a streaming function. The multi-format optical disc drive accommodates a wide variety of disc media. The user-friendly HVO-1000MD sports a compact design and integrates neatly into a medical cart. Built-in drivers for Sony printers and network data transmission through ftp or CIFS enhance the convenience.

### **New OPSIGATE™ Surgical Content Management System**

Also showcased at the event is the OPSIGATE web-based video content management and delivery system designed to help medical facilities make the most of their video assets. Comprising a dedicated HP® server pre-loaded with Sony OPSIGATE content management software, the new system seamlessly manages video workflow, while creating a centralized, searchable video library with strong security and access controls.

Once stored on the system, surgical HD and standard definition (SD) video and stills can be easily viewed and edited using a low-resolution proxy file, reducing the demands on a hospital network, while retaining the original high image quality. For fully integrated video workflow, OPSIGATE brings a range of user-friendly video editing tools right to the surgeon's desktop.

Using a standard web browser, edited files can be shared easily with others or located and downloaded by authorized users over the hospital network or Intranet for use in physician and resident education, surgical team training and conferences. OPSIGATE's core architecture is fully scalable to expand with a facility as storage needs grow. Combined with HVO-1000MD recorders in the OR, OPSIGATE becomes a comprehensive enterprise recording, management and retrieval system.

"With the proliferation of HD camera systems, hospitals are faced with the need for an integrated digital recording and archiving solution that enables them to store massive video files while providing surgeons and others with easy access to content," says Brian Zimmer, senior marketing manager, Sony Medical Systems Division. "Now, Sony is combining its expertise in medical recording

with its leadership in content management from the broadcast and production industries to develop a truly powerful solution for HD surgical video management.”

### **New MD2GO™ Remote HD IP Camera System**

The new MD2GO™ HD IP Remote Camera system, being introduced at the event, is a complete cart-based HD video communications tool that can be easily transported throughout a medical facility to acquire video and transmit it over the hospital network. The unit features the Sony SNC-RH124HD robotic camera and a built-in wireless transmitter, allowing clinicians to capture and communicate HD video and still images in seconds with a click of a mouse. A web-based interface enables remote camera control via a PC and Internet Explorer. The feature-rich MD2GO™ is an excellent choice for a fast, high-quality HD video link between the OR, emergency room, lab and any remote clinician with an Internet connection who needs to view and speak with a patient or colleague. It is also a versatile, convenient and cost-effective alternative to a traditional video conferencing system for remote consultation, conferences, second opinions and a full range of other uses.

For more on Sony's HD surgical solutions, visit [sony.com/HDforSurgery](http://sony.com/HDforSurgery).