



FOR IMMEDIATE RELEASE

Contact: Rob Manfredo
Sony Electronics
201.930.6032
rob.manfredo@am.sony.com

**Sony Showcases Advanced Camera Systems, 3D Imaging, HD Recording and More
at AAO 2010 Conference**

Chicago (AAO Booth #2537), Oct. 16, 2010 - Sony Electronics showcases a range of advanced imaging equipment and demonstrates how today's ophthalmologists can make the most of leading edge technology in the operating room (OR) this week at the American Academy of Ophthalmologists (AAO) conference.

A major focal point at the Sony booth is the PMW-10MD full high definition (HD) medical grade camera system, combining outstanding image quality with the convenience of a built-in HD recorder. The device's compact size and remote head design allow simple integration into a wide variety of surgical microscopes for capturing and recording HD still and video images of ophthalmic procedures. The camera is equipped with three 1/2-inch (1920 x 1080) Exmor CMOS™ image sensors, each delivering over 2 million pixels. The compact PMW-10MD delivers a superb video image and excellent F10 sensitivity which is ideal for low light conditions such as microsurgery. It has a 54 dB signal to noise ratio and a wide dynamic range of 450%. The built-in recorder features both 1920 x 1080 and 1440 x 1080 modes.

Attendees at the Sony booth have the opportunity to experience firsthand how two PMW-10MD cameras can deliver extremely high quality 3D images when mounted to a Zeiss surgical microscope. Together, the two camera views provide a striking stereoscopic left eye/right eye visualization, which is displayed on the new Sony 24-inch LMD-2451MT medical grade 3D HD monitor (work-in-progress). The LCD monitor takes advantage of Sony's industry-leading circular micro-polarizing technology to deliver superb, life-like images with improved sense of depth and spatial orientation. . This enhanced 3D visualization provides surgeons with a valuable educational tool for colleagues and OR staff.

Sony will also be exhibiting the new HVO-1000MD HD Blu-ray digital recorder, which is compatible with multiple inputs from standard definition (SD) and HD devices as well as multiple signal formats including 1080P. Significantly speeding workflow for busy surgeons, the unit supports simultaneous still and video recording on an internal hard drive and two external media, such as a Blu-ray disc and portable USB hard drive, as well as real time distribution via a streaming function. It can also record video at three different bit rates. The user friendly medical grade recorder 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.

Also being demonstrated at the Sony booth is a new computer plug-in that will enable surgeons to easily edit XDCAM-EX files recorded on the PMW-10MD using Apple's popular iMovie® HD. The new software will be available as a complimentary download on the Sony Medical website beginning in December.

On display along with the new camera systems will be a fully outfitted mobile HD documentation work center customized for ophthalmology workflow and mounted on Sony's new ergonomic HD on the Go Cart. The durable, lightweight and easily maneuverable cart enables facilities to share HD equipment among multiple rooms, making the most of their advanced video technology.

In addition to the PMW-10MD camera and HVO-1000MD recorder, the cart features the LMD-3250MD 32-inch (viewable area, measured diagonally) LCD medical-grade widescreen display with full HD (1920 x 1080) resolution. Providing enhanced side-by-side image display, the new LCD display supports simultaneous viewing of multiple modalities as well as a picture-in-picture mode to deliver large inset images with enhanced screen utilization. The monitor also boasts 10-bit signal processing and Sony ChromaTRU™ color balancing for superb detail, brightness and color accuracy.

Rounding out the HD on the Go cart, the UP-DR80MD dye-sublimation digital printer delivers high quality 8x10-inch prints and the advanced performance necessary to support today's demanding medical applications, all in a uniquely affordable and compact package. The device connects through USB to virtually any camera system and delivers optimal printing for reports combining text and high-resolution images, as well as other applications.

"With a long history in the surgical market and deep expertise in the broadcast and production industries, Sony brings unique expertise to medical imaging and video," said Brian Zimmer, senior marketing manager, Sony Medical Systems Division. "Today, we are playing a key role in many of the imaging technologies that are helping to transform the operating room and the ophthalmologic OR in particular."