



For Immediate Release

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SONY INTRODUCES A COMPACT ALL-IN-ONE, HIGH-DEFINITION VIDEOCONFERENCE SYSTEM

Park Ridge, N.J. December 6, 2010 – Sony Electronics, Inc. introduces the PCS-XL55, a powerful, compact and affordable all-in-one desktop HD videoconference system for use in medical, corporate and education facilities. This new system is designed to provide high quality 720p HD video, MPEG4 AAC audio and support for enhanced presentation capabilities to create lifelike meeting experiences.

The PCS-XL55 all-in-one videoconference system uses the finest components Sony has to offer. Featuring a 21-inch high definition LCD monitor, the system integrates a built-in 8 megapixel EXmor CMOS™ camera with a wide angle lens. The high-performance microphone allows multiple people to speak simultaneously without dropping sound or producing echo. The system is compact and can be easily moved and deployed anywhere there is a network connection and power. An added benefit is that the system may also be used as a PC display when not in use for videoconferencing.

George Santanello, General Manager, Sony Electronics' Medical Systems Division said, "Hospitals and other business users are looking for ways to increase efficiency and reduce costs. The PCS-XL55 enables seamless, high quality video communication for a wide variety of applications in the enterprise, telemedicine, hospitality, and small and medium-sized businesses from patient consultation care to small team collaboration to executive desktop conferencing."

This new addition to Sony's line-up of HD videoconferencing solutions delivers a versatile and user-friendly option for entry and DIY users. This new all-in-one IP-based videoconferencing system provides a natural alternative to face-to-face meetings with a robust feature set and a simple user interface. With PC data sharing, the PCS-XL55 also enables the transfer of files like PowerPoint® presentations or animation. Connectivity and real-time visual communication allow healthcare facilities and businesses to save money on the cost of business travel. Santanello continued, "the PCS-XL55 HD system offers a lifelike meeting

experience, making it seem as if the parties involved in the videoconference are in the same room". The PCS-XL55 can also receive video at up to 60 frames per second (FPS) during a videoconference, enabling the smoothest motion-handling. Additionally, the video annotation option allows speakers to clearly indicate an area they wish to highlight using the optional pen tablet.

Kiosk Mode enables institutions and organizations to customize the display's background screen into a simplified interface so inexperienced end- users can easily initiate videoconferences, making the PCS-XL55 an ideal solution for hospital waiting and reception rooms, customer support, or remote consultation services.

This all-in-one system is compatible with standard definition units and supports both IP and ISDN interfaces. Customers can easily transition from SD to HD and incorporate ISDN and IP-based endpoints.

The PCS-XL55 will be available in January 2011 from Spire Global, the exclusive distributor for Sony videoconferencing systems and products. For more information visit www.spireglobal.com, call 888-807-7473, or email info@spireglobal.com.