



FOR IMMEDIATE RELEASE

Sony and Microsoft Unveil Next-Generation Telemedicine Solution at National HIMSS Conference

Revolutionary mobile solution utilizes HD video and web-based interface to make physicians accessible to patients and staff from anywhere, anytime.

ORLANDO, FL (HIMSS booth #3101A) – Feb. 23, 2011 - Sony Electronics is collaborating with Microsoft to enhance its new MD2GO, remote HD IP camera system. The collaboration will deliver a [Windows 7](#) touch-based user interface developed on the [Silverlight](#) platform.

With the new MD2GO Live Viewer Application, physicians can gain access to HD images and sound from any PC or Slate device with an internet connection enabling them to remotely view and communicate with patients and staff whenever they are on the go. MD2GO and its new software are on display at the Healthcare Information and Management Systems Society (HIMSS) annual meeting in the Microsoft OEM pavilion at booth #3101A, Feb. 20–24, 2011.

“This system has the potential to greatly improve the delivery of healthcare,” said Chris Sullivan, National Managing Director, Health Provider Solutions, Microsoft. “The familiar, easy-to-use interface on a Windows 7 device such as a slate, and the portability of the camera, gives clinicians the tools, and the freedom, to administer quality care beyond the bedside.”

The MD2GO system leverages Sony’s leading visual imaging components. From the HD pan tilt zoom (PTZ) camera with 10x optical zoom lens, to the high quality speaker and microphone modules, the system delivers real-time, HD video.

MD2GO is also designed to be unobtrusive and flexible. In a hospital network, there are main sites and remote locations. Because of the lightweight, compact design, mobility and wireless connectivity, the same experts that practice at the main sites are now available to support the clinicians in remote locations, improving the quality of care and increasing patient satisfaction. MD2GO can potentially be used within multiple hospital departments as well as in other types of facilities such as nursing homes or outpatient and rehab centers.

“This system allows physicians to be on call, without being on-site and gives them the ability to clearly communicate with the patient or resident at the most critical time,” said George Santanello, general manager, Sony Medical Systems Division. “Though the shortage of physicians continues to grow, the demand for quality healthcare will not decline – MD2GO gives hospitals an easy to learn and use solution that delivers the quality care from their most experienced clinicians regardless of location or time of day – and at a price far below legacy systems.”

Additionally, physicians can easily play back videos using Windows Media player and record HD video and stills to a PC, which can then be used in presentations for sharing with colleagues and for teaching and training.

The system will be on display at the Healthcare Information and Management Systems Society (HIMSS) annual meeting booth #3101A, Feb. 20–24, 2011, in Orlando, Fla. Please visit booth #3101A to schedule a demo and speak with product experts.

###

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