

SONY®



High Definition. It's in our DNA.

Get the full HD experience at
the Sony Medical Booth 619

ACS | 2008

Welcome to the Sony Medical Booth at ACS 2008

Thank you for visiting the Sony Medical Booth at the
2008 American College of Surgeon's Clinical Congress.



Please use this brochure as a visual tour guide to navigate you through Sony's vast array of high-definition imaging solutions for virtually every facet of your surgical and medical practice.

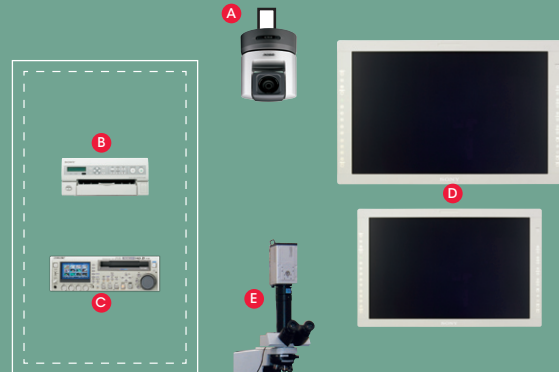
From the office to the O.R.; from the teaching facility to the surgical theater, Sony can provide the end-to-end HD solutions that surgeons need, including HD acquisition, recording and printing, HD displays and videoconferencing systems and HD digital capture and editing systems.

As a global leader in HD technology with over 20 years of innovative health-care product development, Sony is uniquely qualified to play a leading role in the evolution of HD to the O.R. We are pleased to introduce you to our established product line, as well as our new flagship models at this year's show.

Enjoy the tour, and we thank you for your interest in Sony HD medical solutions. High Definition. It's in our DNA.

Here we are demonstrating HD tele-pathology. The pathologist can send images of microscopic and gross specimens in full HD via real time video conference from the pathology lab directly to the O.R. (in this case, the O.R. is at the HD Display wall behind you). Our HD cameras capture the images; our recorders archive them; our monitors display them; and our high performance printer reproduces still images – all in outstanding full HD image quality.

HD Acquisition, Record and Print



A PCSACHG90 3CCD HD Video Camera

Provides superb color quality, brightness and light sensitivity. This robotic pan/tilt/zoom camera is housed in a robust, sleek, compact body, which can be strategically mounted on the ceiling.

B UP-55MD/HD Medical Grade HD Printer

Sony's first high-definition video printer, designed specifically for medical and surgical applications, accepts 1080i or 720p HD video signals and produces prints with full HD resolution in a widescreen aspect ratio.

C PDW-75MD 1080i HD Medical Grade Video Recorder

This XDCAM™ HD model is an optical based HD video disc recorder designed for medical applications. It records high-definition video in 1440 x 1080i resolution, delivering outstanding HD image quality and accurate color reproduction.

D LMD-3250MD *New!* and LMD-2450MD Full HD Medical Grade LCD Monitors

These full HD 1920 x 1080LCD displays offer superb signal processing and Sony's ChromaTRU™ color balance technology to reproduce precise lifelike images. The LMD-3250 32" * widescreen monitor is the latest addition to Sony's flagship line of HD medical displays designed for the operating room.

E HDC-X300 Compact HD Multi-purpose Camera

Mounted here on a microscope, this multi-use camera incorporates three 1/2-inch type 1.5-mega pixel HD CCDs, which offer high resolution, high sensitivity, and high signal-to-noise characteristics in an extremely compact chassis.

*Viewable area, measured diagonally.

Here we are demonstrating the superb picture quality of our HD display lineup including the multiple display modes that enable the surgeon to view secondary images on screen during a procedure. We are also showcasing how the surgeon in the O.R. can collaborate with the remote pathologist sharing surgical and pathology images in full HD resolution during procedures using Sony HD video conferencing (in this case, the Pathologist is at the HD Acquisition display behind you).

HD Display and Video Conference



A PCS-XG80 HD Video Conference System *New!*

This all-in-one videoconference package includes an HD camera, HD codec, two microphones and a HDMI cable that achieves stunning, 1080i HD video images and amazing, lifelike sound.

B LMD-3250MD *New!* and LMD-2450MD Full HD Medical Grade LCD Monitors

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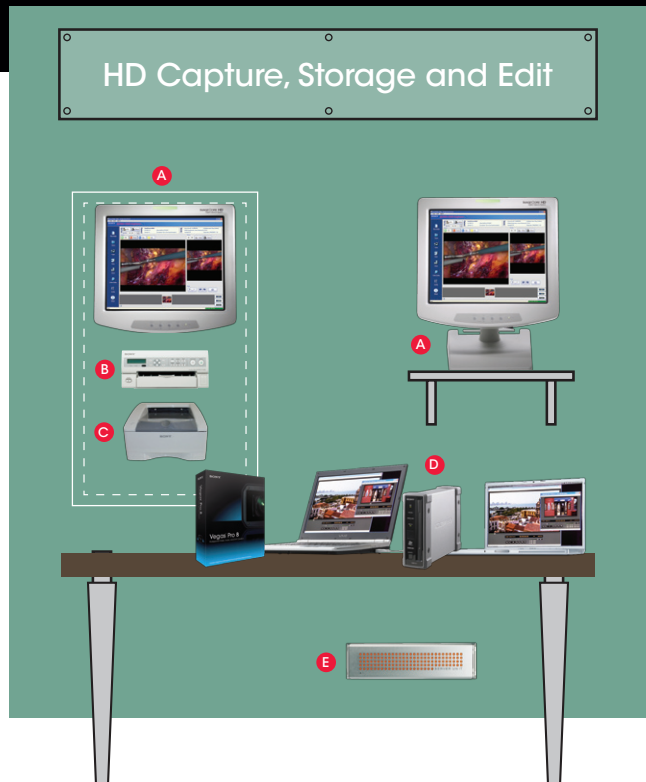
C LMD-4250W Full HD Professional Video Monitor

The LMD-4250W is a 42" * 1920x1080 monitor that is ideal for operating room walls, nurses' stations or other locations where 'medical grade' is not required. The LMD-4250W is capable of multi-format signal support comprising various SD and HD formats.

D GXD-L52H1 52" Professional HD LCD Display

The GXD-L52H1 52" * high-definition LCD monitor delivers exceptional 1920x1080 picture quality. This rugged and highly durable professional display is ideal for operating room walls, nurses' stations, waiting and conference rooms or other locations where medical grade is not required.

Here we are demonstrating an array of HD products that make it easy to capture record, store and edit surgical video and still images. Images can be saved on the spot in full HD to a variety of portable media enabling surgeons to walk out of the O.R. with raw video or still images and even have them already embedded in a PowerPoint® file ready for sharing. Cases can also be saved to the hospital network and easily accessed later by multiple surgeons for simple editing and annotation.



A BZMD-1000 ImageCore™ HD Digital Capture System *New!*
Records HD still and video images simultaneously in full 1920X1080 resolution and offers universal connectivity to major manufacturers' endoscopic camera systems. It can store more than 90 hours of HD video and up to 100,000 still images which can be saved to a variety of media formats.

B UP-D55MD Digital A5 Color Printer
This digital printer successfully combines high quality with fast output to produce exceptional A5 color images in approximately 20 seconds. The printer's compact design allows for easy integration into medical systems or connection to a laptop or PC in an office environment.

C UP-DR80MD *New!*
Introducing the smallest, full-page, medical grade, dye-sublimation printer on the market. This printer features front operation for easy replacement of print media and ribbon, fast print speed and high-resolution of 310DPI.

D PDW-U1 Professional Disc Drive Unit
Designed for use with the PDW-75MD XDCAM HD medical grade video recorder and Sony Vegas Pro 8.0 editing software, this USB disc drive unit allows the user to perform all types of editing from the simplest cuts to sophisticated professional edits.

E HDXC-Core HDXchange Networked Content Management System *New!*
This innovative system provides a simple, yet powerful workgroup solution for shared HD surgical video access and content management. It features built-in server applications that allow multiple users to access, edit, store and protect valuable surgical video.



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