

FOR IMMEDIATE RELEASE

Contact: Amado Zavala
Sony Electronics
201-930-6032
Amado.zavala@am.sony.com

**SONY EXPANDS EVI HIGH-DEFINITION
PAN-TILT-ZOOM ROBOTIC CAMERA LINEUP**

New Models Add 720P and 1080P Resolution and Popular DVI-I Output

ORLANDO, Fla. (InfoComm Booth #4761) June 17, 2009 – Sony is unveiling two new high-definition, pan-tilt-zoom (PTZ) robotic cameras, the EVI-HD7V and EVI-HD3V. Complementing the successful EVI-HD1 (standard definition and 1080i) model, these new additions form a comprehensive line of cameras ideally suited for videoconferencing settings where exceptional imaging is essential, such as boardrooms, courtrooms and distance learning classrooms.

“The expanded EVI series answers the call for greater realism and, delivering the next best thing to everyone being in the same room,” said Ken LaMarca, vice president of visual imaging and security systems at Sony Electronics. “The full line eases the transition to HD, with the EVI-HD1 providing options for SD and 1080i, the new 720P EVI-HD3V offering an economical upgrade path, and the 1080P flagship EVI-HD7V setting the bar for high-end, full HD.”

The EVI-HD7V (1080/60P) and EVI-HD3V (720/60P) cameras both use a 1/3-inch CMOS image sensor with 2 million pixels. They can be used with a combination of any number of codecs and systems to produce high-resolution images on a low-noise pan/tilt mechanism. These cameras also incorporate a DVI-I output that can be connected as DVI-D or DVI-A to produce Y/Cb/Cr, Y/Pb/Pr, or RGB formats. The DVI-I

output is HDMI-compatible with a simple DVI-D to HDMI adapter, as well as VGA (component) compatible with a simple DVI-A to VGA adapter.

The new cameras share many features of their predecessor , including smooth, high-speed pan/tilt operation, six position presets, 16:9 aspect ratio images and a built-in 10x optical zoom/wide angle lens. Camera settings and pan/tilt/zoom functions can be performed remotely at high speed via the RS-232C interface (VISCA™ protocol). They are also engineered for exceptionally quiet operation.

Both new EVI cameras will be available in July, at suggested list prices of \$4,728 for the EVI-HD7V and \$3,499 for the EVI-HD3V.

###