

FOR IMMEDIATE RELEASE

Contacts: Rob Manfredo
Sony Electronics
(201) 930-6032
rob.manfredo@am.sony.com

SONY BRINGS ITS FULL LINE OF HD SURGICAL SOLUTIONS TO SAGES

*HD Video Workflow Technology – from Capture to Archive - Gives
Medical Professionals a Clearer View In and Out of the OR*

NATIONAL HARBOR, Md. (SAGES Booth #131), April 14, 2010 – Sony Electronics is showing its full line of surgical solutions, as well as two prototype systems for high-definition (HD) digital recording and storage solutions for the operating room (OR) this week at the Society of American Gastrointestinal and Endoscopic Surgeons (SAGES) 2010 World Congress.

Currently under development but on display at the show are the HVO-1000MD HD Digital Recorder and the ImageCore HD™ Archive content management system. Each solution, planned to be available later in 2010, will offer healthcare professionals and administrators a comprehensive and user-friendly solution for ingest, storage and access to HD video assets.

The work-in-progress HVO-1000MD digital recorder supports multiple inputs from SD and HD devices and multiple signal formats including 1080P to support any video environment. It can also record at three different bit rates. Capable of still and video recording, the unit supports simultaneous recording on the internal hard drive and a Blu-ray disc drive, as well as real time distribution via a streaming function. The multi

format optical disc drive can accommodate a wide variety of optical disc media. The user friendly medical grade recorder sports a compact design allowing it to integrate neatly into a cart solution. Built-in drivers for Sony printers and network data transmission capability through ftp or CIFS add further user convenience.

The work-in-progress ImageCore HD Archive content management system consists of a dedicated IBM server with content management software and a web-based content browser allowing users to input, store/archive and distribute images and video on a secured hospital network. The system enables easy secured access to shared surgical video and documents throughout a hospital network, and when paired with the ImageCore HD Capture system, the technologies can create an enterprise-wide recording and retrieval system.

The ImageCore HD™ Digital Capture System is a versatile image management system and a vital part of most HD imaging configurations. The medical grade system features a convenient 17-inch touch-screen and is used to capture still and moving images from a full-range of endoscopic camera systems. The system is then able to store the image files in a variety of ways. Doctors can choose to burn a CD/DVD/Blu-ray Disc™, attach USB storage device or archive to the hospital's data network.

“Sony has been able to deliver HD systems to institutions of all sizes by offering fully integrated solutions,” said Brian Zimmer, senior marketing manager, Sony Medical Systems Division. “By leveraging Sony’s expertise developed in the broadcast and production industries, we can deliver HD video conferencing, cameras, storage, monitors and printers to help institutions get the most value from the solutions they deploy throughout the hospital.”

One such integrated solution on display at SAGES is the mobile HD imaging cart equipped with ImageCore HD digital capture system, the PCS-XG80 HD videoconferencing system and LMD-3250MD 32-inch HD LCD monitor. The free-standing and portable cart system enables HD digital capture and display to be easily shared between multiple OR's as well as Internet-based surgical consultation to as many as six locations at one time.

“Our ‘HD on the Go’ cart solution enables facilities to save money by sharing HD equipment between multiple rooms and by avoiding expensive hard wired integration for each room. Furthermore, it offers any healthcare facility, irrespective of size, telemedicine capability by providing surgeons access to experts around the globe from any room in the building,” said Zimmer.

Other products on display at SAGES are Sony's complete range of Sony HD medical-grade monitors including a work-in-progress 3D monitor, the UP-DR80MD high-performance full page digital color printer, and the SNC-RH124 HD IP Camera which is ideal for OR observation and room monitoring applications.

For more on Sony's HD surgical solutions or to find out about the 3D revolution, visit sony.com/HDforSurgery.