

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

Jeanne-Marie Phillips
HealthFlash Marketing
203-363-0347
jphillips@healthflashmarketing.com

SONY DEBUTS HIGH-DEFINITION VIDEO CAPTURE SYSTEM AT ACS 2008

Powerful, User-Friendly Device Records Surgical Video to Full Range of Media

SAN FRANCISCO (ACS Booth # 619) Oct. 13, 2008 – Bringing the benefits of its advanced high-definition (HD) technology to surgical imaging, Sony is unveiling the ImageCore HD digital capture system at the American College of Surgeons Congress (ACS) this week.

This medical-grade image management system captures and routes images in native 1920 x 1080 format to a full range of internal and external storage media, printers and any destination on a hospital network.

“Video capture units are a vital and often complex link in the HD imaging process,” said Brian Zimmer, marketing manager of Surgery Marketing for Sony Electronics. “This new system’s advanced and reliable technology takes the worry out of recording irreplaceable surgical images, while providing superb image quality through significant portions of the HD imaging chain.”

Providing universal connectivity to all major vendors’ endoscopic systems, the DICOM-compliant capture system accepts multiple video formats and is backward compatible to standard definition.

The simple-to-operate device places high-quality HD still and video images, as well as complex workflow operations, under the control of an icon-based touch screen interface. The system is designed to deliver clarity, detail and color accuracy, while providing the flexibility and convenience of a built-in 750 GB hard drive CD/DVD/Blu-ray™ disc recorder with five external USB ports. The hard drive stores more than 90 hours of HD video and up to 100,000 still images.

The Sony ImageCore System is powered by a high-speed Intel® Core 2 Duo™ processor and HD state-of-the-art 1080i video encoder. It has variable bit rates of 18/25/35 M/bps for superb image quality and an easy-to-read 17-inch display (viewable area, measured diagonally).

The system is designed for streamlined operation in high-tech medical environments. Its one-piece design is compact and portable for use in multiple operating rooms and for easy movement throughout the surgical suite.

The unit is enabled for remote control operation and direct interface with popular Sony medical-grade printers. It supports optional voice annotation, foot switch operation and VESA mounting for boom and cart installation.

From direct acquisition of DICOM worklist patient demographics to seamless imaging data conversion to Microsoft PowerPoint® presentations, the ImageCore System provides thoughtful, automated workflow and ease-of-use. It joins Sony's complete line of quality HD surgical imaging technology, including cameras, monitors, recorders, videoconferencing, printers and video editing and storage solutions.

The new ImageCore HD digital capture system is planned to be available in October, 2008, at a suggested list price of \$19,995.