FOR IMMEDIATE RELEASE

SONY'S NEW 3D PROCESSOR OFFERS INCREASED EFFICIENCY AND ACCURACY IN 3D PRODUCTION

Multi-image Processor Corrects Stereo Image Positional and Adjustment Errors

TORONTO, ON., APRIL 11, 2010, Sony of Canada launched today the new MPE-200 3D Processor designed to digitally correct left and right 3D images electronically during live production without the need to rely on mechanical rigs. The MPE-200 processor works in conjunction with Sony's MPES-3D01 stereo-image processor software to digitally simulate the adjustments that are currently performed mechanically. This allows stereographic engineers to easily manage multiple camera and rig parameters.

"Adding the '3rd Dimension' creates a number of production challenges," said Ellen Heine, Marketing Manager, Broadcast Production Products for Sony of Canada. "True stereoscopic work requires two identical pairs of lenses, cameras and camera processing equipment. The cameras must match perfectly for color, and all imaging parameters must be matched between the two cameras. Our new processor greatly reduces the error rate in live 3D production, leading to precisely aligned, high-quality 3D images."

Using Sony's high-performance Cell Broadband Engine™ (Cell/B.E) microprocessor, the MPE-200 can – in real time – detect, analyze, display and correct adjustment errors, such as mismatching of optical axes, or inconsistent color settings.

Each multi-image processor displays actual camera images with waveform information that indicates alignment and set-up errors. Operators can use this information to identify problems and easily correct them by changing various parameters on the MPES-3D01 software installed on

a client PC. They can also take "snapshots" of frequently used settings and store them in a "shot box" to be recalled as needed.

These capabilities free the camera operator from having to visually detect errors and spend considerable time adjusting and readjusting the cameras. Using the MPE-200, operators can receive critical adjustment information from their monitors, making camera setup faster and more reliable.

The MPE-200 can also convert the results into various transmission-ready formats, for example side-by-side or top-and-bottom images for viewing on a monitor, or a signal suitable for broadcast.

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About Sony of Canada Ltd.

Established in 1955, Sony of Canada Ltd. is a wholly owned subsidiary of Sony Corporation of Tokyo, Japan, a world leader in the manufacture and marketing of electronic and computer products for consumer, business, electronics publishing and multimedia applications on a global scale. With headquarters in Toronto, sales offices in Vancouver and Montreal and distribution centres in Coquitlam, British Columbia, and Whitby, Ontario, approximately 1,200 employees support a network of more than 500 authorized dealers and 80 Sony Style(R) retail locations across Canada.

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