



**FOR IMMEDIATE RELEASE**

## **SONY UNVEILS NEW SOLID STATE CAMCORDERS**

**TORONTO, ON, Jan. 6, 2010** – Sony of Canada’s Broadcast and Communication Solutions Group is pleased to launch the first camcorder in its recently announced NXCAM family brand. The new HXR-NX5 utilizes the professional implementation of AVCHD technology and uses both Memory Stick Pro Duo and an optional flash memory unit to offer users the very best in hybrid recording.

The professional HXR-NX5 model features 3 x 1/3” Exmor™ CMOS sensors with ClearVid array, to deliver full high-definition resolution and low light sensitivity with low noise. Noise reduction is accomplished via the unique column-parallel analogue-to-digital conversion technique and grid arrangement of the photo diodes, which are designed to provide high sensitivity, deep resolution, high-speed reading, and a wider dynamic range. The Exmor™ technologies combine to allow the new camcorders to perform significantly better in low-light environments with sensitivity of 1.5 lux.

The HXR-NX5 records AVCHD at up to 24Mbps (FX mode), delivering full 1920x1080 60i high definition images with both interlace and progressive modes. The camera supports native 1080/24P 1080/30P, 720/60p record settings and MPEG-2 standard definition recording. (An optional service upgrade can also provide 50i and 25P recording capability.)

The new camcorder uses Sony's 3.2" (16:9) Xtra Fine™ LCD touch screen (921K) that can be used to select and playback recorded clips instantly, along with an Xtra Fine™ electronic viewfinder (0.45-inch, 1,227,000 dots) for high-resolution and high-contrast images with remarkable colour reproduction.

High quality Dolby Digital audio or full linear PCM quality audio can be recorded by the HXR-NX5 using its built in microphone or the provided high quality professional shotgun microphone connected via either of the two XLR analogue line/mic audio connections that also feature wide range audio trim and +48 V phantom power.

The NX5 camcorder includes a Time Code Link connector for "slaving" multiple camera's together with a Remote Jack connection that works with Sony lanc compatible professional accessories. Both digital HD-SDI and HDMI and analogue audio/video outputs are supported for professional level dubbing and monitoring on a wide variety of products.

The camcorder also shares the G lens currently used in Sony's HVR-Z5U professional camcorder, which combines the benefits of a long 20x telephoto lens with a wide 29.5 mm angle of view. New Optical SteadyShot™ image stabilization with Active Mode improves on existing Optical SteadyShot image stabilization by allowing the camera lens to shift over a greater range of motion and to compensate for a greater degree of camera shake and deliver a stunning level of image smoothness.

The camcorder also features Advanced Picture Profiles and Smooth Slow Recording modes and can also capture burnt in "time of day" display and also display and record continuous GPS data which can be used to easily sort and find footage or verify an exact shooting location geographically.

The HXR-NX5's compact handy professional design features both long recording and operations time with over 170 minutes (FX mode) high quality recording on a 32GB flash memory card and over 6 hours operation on a single NP-F970 battery.

The camcorder uses two types of recording media, removable flash memory cards - including either Sony Memory Stick Pro Duo™ or on the optional 128GB HXR-FMU128 Flash Memory Unit - available for extended recording times of over 11 hours in the highest quality (FX mode). The HXR-FMU128 can be easily removed from the camera and simply powered directly through a computer's USB connection, to make file downloading or editing easier and faster. This Hybrid Media capability also supports fully selectable HD or SD recording modes on the removable flash cards and the HXR-FMU128 memory unit simultaneously.

Along with the Memory Stick Pro Duo, users are also able to record content on SDHC cards, ensuring compatibility with a wider range of consumer portable devices.

The new HXR-NX5 is available at a suggested list price of \$5,100 CDN and the HXR-FMU128 is also available at a list price of \$960 CDN.

### **About The Broadcast Communication Solutions Group**

The Broadcast Communication Solutions (BCS) Group is a division of Sony of Canada Ltd., headquartered in Toronto, Ontario. BCS Group markets and supports Sony's full range of broadcast, professional video and audio equipment, including high definition video, interactive and security applications for the broadcast, production, business, industry, government, medical and education sectors through a network of authorized systems integrators.

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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<sup>(R)</sup> retail locations across Canada.

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