



FOR IMMEDIATE RELEASE

Sony expands large-sensor camcorder lineup with new-concept NXCAM camcorder under development, featuring E-Mount lens system

TORONTO, ON, NOVEMBER 17, 2010 -Sony Corporation announced today that it is developing a new type of E-mount interchangeable lens camcorder for professional use that is equipped with a Super-35mm large-format CMOS sensor. This new addition to Sony's professional NXCAM line will be available in the middle of 2011.

Already a key player in the large-sensor video camera business with the highly acclaimed CineAlta F35 and SRW-9000PL cameras for high-end digital cinema production, Sony recently strengthened its lineup in this category with the new PMW-F3, a large-sensor XDCAM EX camcorder and the latest member of the CineAlta family. With today's announcement of a large-sensor NXCAM camcorder under development, Sony addresses the needs of the entry-level segment of the market by providing an affordable yet highly capable large-sensor camcorder suitable to small and mid-range independent film and music video production.

This new and innovative NXCAM camcorder will feature a Super-35mm sized sensor equivalent in picture area to the Super-35mm motion picture film frame widely used in Hollywood production. This new sensor is designed with outstanding exposure latitude and sensitivity to deliver extraordinary HD images subtle in detail and color gradation. Thanks to its Super-35mm size, it is able to create a rich "bokeh" effect (a Japanese term to describe a beautifully defocused image) to produce the much-desired shallow-focus look associated with top-shelf commercials and feature films while avoiding the stair-step aliasing typical of HDSLRs.

With the adoption of the E-mount interchangeable lens system introduced earlier this year by the NEX-5 and NEX-3 "α" series HDSLRs, and the Handycam NEX-VG10—a variety of current and future E-mount lenses will be directly compatible with this new camcorder. A key

innovation of the E-mount system is its unusually shallow flange focal distance (the distance between lens mount surface and sensor surface), which permits virtually any 35mm lens to be mounted via third-party adapters.

Furthermore, “α” A-mount lenses can be mounted via a Sony LA-EA1 adapter to electrically control their iris and autofocus functions. With such flexibility, users will be able to experiment with various creative expressions by exploiting the characteristics of different optics.

As in the popular HXR-NX5 NXCAM professional camcorder, the recording format for this new NXCAM camcorder will be AVCHD, a standard widely supported by popular non-linear editing systems. There is also a plan to implement 1080/60p, 30p, and 24p recording modes*(MPEG4-AVC/H.264 compression will be used for these modes.)

*59.94p / 29.97p / 23.98p respectively

“NXCAM”, “α” and “Cinealta” are trademarks of Sony Corporation.

“Handycam” is a registered trademark of Sony Corporation.

“AVCHD” is a trademark of Panasonic Corporation and Sony Corporation.

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About Sony of Canada Ltd.

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