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**SONY EXPANDS FAMILY OF HIGH-DEFINITION
VIDEOCONFERENCING SOLUTIONS**

*New PCS-XG55 System Delivers High Performance,
High Quality, Flexible and Affordable Visual Communications*

TORONTO, ON, Jan. 11, 2010 – Sony of Canada Ltd, Broadcast Communications Solutions Group is unveiling its newest high-definition videoconferencing technology, the PCS-XG55 system, designed to bring flexible, high-quality and affordable visual communications to a range of commercial applications, including corporate, education, healthcare and government.

The new system combines up to 720p resolution and a high frame rate of 60 fields per second for superb live video quality and a very natural alternative to face-to-face meetings. It includes the PCS-XG55S HD codec unit, the PCSA-CXG80 HD camera unit, PCS-A1 microphone and PCS-RF1 RF remote commander.

“This newest HD system delivers the superior video and audio quality that corporate organizations, educational institutions, government agencies, or any organization looking for cost-effective, proven communication technologies,” said Rick Perkins, marketing manager for Sony of Canada’s videoconferencing group. “This technology allows people to engage ‘face-to-face,’ without incurring the financial and personnel costs of business travel.”

It provides backward-compatibility with current models in Sony’s videoconferencing line, and also offers users a range of unique features.

The new system has the ability to deliver higher image quality and smooth video motion by using innovative BrightFace™ camera technology. The system’s high-frame rate and high-

resolution codec (1280x720 60fps/30fps) includes a newly developed real-time adaptive contrast optimization technology that uses brightness information in each pixel and optimizes the contrast in an image's bright and dark parts separately. This is a key factor in creating clear pictures and optimal color tone for a range of room environments, including low-light and back-lit situations.

The system also offers more effective collaboration tools, with H.239 dual stream capability. As a result, both video and presentation data can be transferred smoothly at 30fps, and users can send H.264 720/30p and H.264 XGA/30fps streams simultaneously. Both live camera view and animated PowerPoint data, for example, can be displayed in HD on two different screens or projectors at a remote site.

A "Video Annotation" function allows users to clearly point out specific parts in an image by simply writing on a tablet (requires an optional third-party pen tablet input device). Advanced audio capabilities deliver clear and natural-sounding stereo audio (MPEG-4 AAC-LC and AAC-LD Stereo 22kHz for AUX input; MPEG-4 AAC-LC and AAC-LD Stereo 14kHz for MIC input). It also supports embedded stereo and mono echo-canceling functions, and enables remote communication play-back of high-quality formats such as Super Audio CD.

Other features include easier operation with "one-touch dialing" from the RF remote commander, dual- and single-monitor modes and an intuitive GUI with a translucent cascading menu architecture. In addition, Intelligent QoS™ control greatly reduces video artifacts caused by packet loss regardless of transmission distance by applying three methods adaptively in accordance with network conditions: adaptive FEC (forward error correction); real-time ARQ (automatic repeat reQuest); and ARC (adaptive rate control).

The PCS-XG55 system will be available in April, at a suggested list price of \$6,499.

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^(R) retail locations across Canada.

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