



**FOR IMMEDIATE RELEASE**

**SONY UNVEILS FIRST PROFESSIONAL HANDHELD  
SUPER 35MM DIGITAL MOTION PICTURE CAMERA**

*New PMW-F3 Delivers High Performance at an "Indie" Price*

**TORONTO, ON, Nov. 8, 2010** – Representing a breakthrough for independent producers and filmmakers in terms of features, performance and price, Sony of Canada is unveiling its first professional handheld digital motion picture camera with a Super 35mm imager.

The new PMW-F3 camcorder is the latest example of Sony's efforts to combine performance and price into a powerful, affordable production tool. It's designed for a range of video production applications, from commercial, documentary, television and feature film production to markets such as education, corporate, government and more.

"Sony has a long and successful track record of developing digital production technologies that give producers, at any level, access to the highest-quality imaging tools and the right workflow for their needs," said Brian Young, Marketing Manager, Acquisition Products for Sony of Canada's Professional Solutions Group. "With the new F3, we're putting the full power of our expertise to work for video professionals, resulting in high-performance digital capabilities at an 'indie' price."

The new compact camcorder has a basic list price of only \$16,500. That, combined with the availability of a low-cost PL lens kit which includes 35/50/85mm T2.0 fixed focal length lenses, extends the camcorder's range of potential applications and gives users more flexibility in lens selection. For example, it is ideal for use as a 2<sup>nd</sup> unit 35mm camera to complement Sony's F35 and SRW-9000PL, which are also a PL Mount, S-35mm cameras.

The new F3 camcorder is based on Sony's XDCAM EX workflow and uses Sony's SxS™ ExpressCard-based recording media format. Its Super 35mm CMOS imager delivers shallow depth of field, with high sensitivity and low noise levels (ISO 800, F11; and S/N ratio of 63dB in 1920x1080/59.94i mode), as well as a wide dynamic range.

The camcorder offers shooters a wide range of image creation options. Through the use of an HD-SDI dual-link output for external recording (4:2:2 1080 50/59.94P as standard; and RGB 1080 23.98/25/29.97PsF as an option), footage shot with the F3 can be seamlessly inter-cut with content shot on Sony's F35 or SRW-9000PL cameras.

Additionally, "S-Log" and "Hyper Gamma" can be selected; significantly increasing the camera's performance in terms of dynamic range. S-Log is Sony's unique approach to the raw "Digital Negative," allowing access to the full dynamic range of the Super35mm imager for maximum flexibility in image manipulation during post production. This capability combined with the widely used SxS recording lets users take advantage of already well-established XDCAM EX and HDCAM-SR workflows.

Recording formats include 1920x1080, 1440x1080, and 1280x720 at 23.98/25/29.97p, 50/59.94i and, in DVCAM mode, 25/29.97PsF and 50/59.94i. Shooters can also take advantage of "slow" and "quick" recording, from 1 to 30 fps at 1920x1080 (17 to 30 fps in dual-link mode) and 1 to 60 fps at 1280x720 (17 to 60 fps in dual-link mode).

The PMW-F3's PL mount adapter can accommodate both PL and upcoming Sony zoom lenses, and will offer compatibility with a variety of cine lenses such as Cooke, Fujinon and Zeiss.

As with all its digital motion picture production technologies, Sony is also planning to introduce a compatible SR Memory Portable Recorder for the PMW-F3 camcorder. SR Memory, Sony's new high-speed, high-capacity card format, will give users the ability to record directly to the industry standard HDCAM SR codec using the SR Memory Portable Recorder connected to the F3 camera's single-link and dual-link output.

The camera will also support Look-up Table (LUT), unique for dailies and on-set color management. Up to four LUT's can be stored in the camera and stamped onto the footage on the SxS card, simultaneously using the camera's dual link output with S-Log for the unprocessed image. This creates the perfect off-line/on-line workflow, combining the SxS and SR codec, with the SR Memory Portable Recorder connected to the F3 and recording to the SR codec.

The PMW-F3 is just the latest stop on Sony's digital 35 mm roadmap, continuing the leadership position in digital motion picture production that was solidified with "film style" cameras

like the F23 and F35, and most recently with the first camcorder to integrate the HDCAM SR format, the SRW-9000PL.

“Sony cameras have shot everything from documentaries to big-budget blockbusters, winning industry awards and totaling more than \$6 billion at the box office,” said Young. “The F3 continues our history of innovation as the first professional camcorder to integrate S-35mm technology in an affordable, portable form factor.”

The PMW-F3 camcorder will be available in February 2011, for a suggested list price of \$16,500 (PMW-F3L, without lens) and \$23,990 (PMW-F3K with PL Lens kit).

**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 1000 employees support a network of more than 500 authorized dealers and 65 Sony Style<sup>(R)</sup> retail locations across Canada.

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Cherie Gibson

Marketing Communications Manager

Professional Solutions Group

Sony of Canada Ltd.

(416) 495-2982

[cherie\\_gibson@sony.ca](mailto:cherie_gibson@sony.ca)