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Sony strengthens OLED offering at IBC 2011 with new reference monitors for the broadcast industry

TORONTO, ON, September 12th, 2011: Sony of Canada, Professional Solutions Group is pleased to announce the expansion of the OLED range of monitors, the BVM-F series. Sony's OLED monitors have already been welcomed by the broadcast industry, garnering praise for its unrivalled picture quality and integrated functionality. This new addition to the OLED family will further strengthen Sony's offering, and allow the company to offer a depth of products not currently available anywhere else.

The launch of the BVM-E and PVM series of OLED master monitor and high quality picture monitors took place earlier this year at NAB. Sony recognized the need to diversify its offering to provide a range of OLED monitors suitable for the varied demands of the content creation market. The introduction of the BVM-F series will open up the possibility of OLED technology to a wider range of applications in the broadcast industry, completing a range of products to meet every individual's needs.

The BVM-F series consists of the 17" BVM-F170 and the 25" BVM-F250. Both models come with Sony TRIMASTER EL technology, providing the level of performance that allows users to access the best that OLED technology has to offer. Further to this the BVM-F series has Full High-Definition capability (1920x1080) and a RGB 10-bit driver, supporting a powerful 12-bit Professional Display Engine. They also include a range of leading edge features, including multi colour gamut and high quality I/P conversion, low video delay, interlace mode as well as HD Frame capture and Pixel Zoom functions. Both products are equipped with 2x SDI (3G/HD/SD), a HDMI and Display Port as standard inputs. These monitors are associated with an external remote controller, the BKM-16R for a greater operational flexibility.

Rick Perkins, Marketing Manager, Professional Monitors, Professional Solutions Group said: "These new models ensure that we are able to offer the content creation industry the widest range of OLED products available on the market. The BVM-E, BVM-F and PVM series all bring unique qualities. This allows us to cater for all aspects of content creation, providing a layered family of OLED products that underlines our position as market leader in OLED technology."

Both monitors will be available from mid October.

About The Professional Solutions Group

The Professional Solutions Group is a division of Sony of Canada Ltd., headquartered in Toronto, Ontario. PSG 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.

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 High Definition. Sony provides end-to-end solutions through products that include the market-leading Blu-ray Disc™ players, BRAVIA® televisions, Cyber-shot® digital cameras, Handycam® Camcorders, VAIO® computers, broadcast cameras, IPELA security cameras and video conferencing and many more products that deliver the true entertainment experience.

Sony is one of the most comprehensive entertainment companies in the world with a portfolio that includes electronics, music, movies, games and online businesses. With headquarters in Toronto, sales offices in Vancouver and Montreal and distribution centres in Coquitlam, British Columbia, and Whitby, Ontario, approximately 1,000 employees support a network of more than 500 authorized dealers and 52 Sony retail locations across Canada.

Sony Canada is devoted to the betterment of children, the environment, and the community. Through the Sony Canada Charitable Foundation (SCCF), Sony Canada aims to maximize its support of charitable and philanthropic organizations, including Make-A-Wish® Canada, the United Way of Canada and Earth Day Canada.

-30-

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