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*Landmark full HD 3D shoulder-camcorder with glasses-free 3D display*

**TORONTO, ON, September 12th, 2011:** Sony of Canada, Professional Solutions Group launched its first all-in-one 3D shoulder camcorder using the XDCAM EX codec.

Based on Sony's popular PMW-320 camcorder, the PMW-TD300 uses dual 1/2" 3x CMOS sensors to offer superb 3D picture quality, even in dark environments. The PMW-TD300 can record over six hours on SxS cards by using 4x 64GB SxS cards while supporting both 2D and 3D capabilities. The camcorder is the perfect option for production companies and freelancers making music video, documentaries or short films. With a short inter-axial distance of only 45mm, the PMW-TD300 allows 3D shooting at close up distances of 1.2m.

Due to its compact design, the PMW-TD300 is perfect for interviews. The view finder grids and markers will greatly reduce labour traditionally associated to the alignment of 3D rigs.

The addition of the PMW-TD300 to Sony's already strong 3D line-up demonstrates that Sony has cameras for every type of 3D production. On top of these features Sony has developed a complete new controller system for use in the 3D camcorder. By replacing the separate ring model in favour of a unique multi-control dial, operators can easily control the zoom, focus and convergence to create overall better quality 3D images. The PMW-TD300 is the first worldwide 3D shoulder camcorder which uses a 3.5" glassless 3D LCD for picture evaluation.

The PMW-TD300 will be available in Canada in November 2011.

### **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.

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