



**FOR IMMEDIATE RELEASE**

## **SONY NAMES NEW VIDEOCONFERENCING DISTRIBUTION PARTNER FOR EASTERN AND CENTRAL CANADA**

*Stampede will bring Sony's latest solutions to market including the newly released PCS-XL55, PCS-XA80, PCS-XA55 and PCS-VCS Series*

**TORONTO, ON, November 16, 2011** – Sony of Canada Ltd. has named Stampede the exclusive distributor of Sony videoconferencing equipment in Central and Eastern Canada, Nunavut, the Northwest Territories and the Yukon Territory. Stampede will serve the provinces of Ontario, Quebec, New Brunswick, Prince Edward Island, Nova Scotia, and Newfoundland and Labrador.

“Stampede has established itself as a leading value-added distributor of Sony solutions in the U.S., Canada and Latin America,” said Rick Perkins, Product Manager at Sony of Canada Ltd. “The company has a focused videoconferencing arm and a strong support organization. We are confident our relationship with Stampede will allow us to reach more potential customers and provide them with outstanding solutions and service.”

Sony's videoconferencing distribution channel and value-added partners in Western Canada will remain the same. Advance Pro will serve Manitoba; Matrix Video Communications/MVCC will operate in Saskatchewan, Alberta and B.C.; Sharp's Audio Visual Ltd. will service Saskatchewan, Alberta and B.C.; and Genesis Integration will serve Alberta and B.C.

Stampede will be responsible for bringing to market all of Sony's latest videoconferencing products including the following:

- The PCS-XL55 HD Desktop Visual Communication System, a powerful, all-in-one design featuring a 720p HD transmitter and receiver, a 21.6-inch screen, intelligent QoS functions to ensure a stable, secure connection, a high-quality microphone and speaker, and a user-friendly Kiosk mode. The compact unit can easily be moved from one room to another.

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- The PCS-XA80 and PCS-XA55, powerful desktop videoconferencing systems with 720p HD, superb audio quality using MPEG-4 compression and echo cancellation, an eight-megapixel CMOS camera, and an embedded Multi-point Control Unit for multi-point connectivity. The systems use the H.264 video codec which enables efficient transmission of high-quality images at up to 60 frames-per-second. With support for the ITU-T H.239 standard, the systems can send both video and presentation data to videoconferencing participants. Both have a convenient Kiosk mode featuring a user-friendly interface and simple setup for users with no videoconferencing experience.
- The PCS-VCS Series of HD Visual Communication Servers, featuring 720p and 1080i HD video, continuous presence mode with voice-activated switching, multi-screen layout with up to 16 splits, easy expansion of up to 500 sites and support for mixed HD and SD environments.

### **About The Professional Solutions Group**

The Professional Solutions Group (PSG) is a division of Sony of Canada Ltd., headquartered in Toronto, ON, with additional Sales and Service facilities in Calgary, AB (sales office), Montréal, QC and Vancouver, BC.

PSG is dedicated to the marketing, sales and support of Sony's full range of Professional video and audio hardware and recording media.

For Broadcast and Production applications, PSG offers a comprehensive range of equipment, including Cameras, Camcorders, Recorders, Production Switchers, Monitors, Professional Audio, Networked Production and Content Management Systems.

PSG also supplies a broad array of product for Corporate, Industrial, Retail, Cinema, Education and Medical applications. This range of products includes:

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Imaging Cameras, PTZ Cameras, Security and Surveillance Cameras and Recorders  
Data, Large Venue, Home Theatre and Cinema Projection  
Digital Signage Players, Displays and Wall systems  
Medical Printers, Cameras and Recorders  
Videoconferencing

PSG Systems Engineering compliments the sales and marketing team with technical consultation, complete end-to-end design, integration and commissioning services.

**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 1,000 employees support a network of more than 500 authorized dealers and 57 Sony Style<sup>(R)</sup> retail locations across Canada.

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For further information, please visit us at [www.sonybiz.ca](http://www.sonybiz.ca)

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