

New Sony Personal Network Cameras Offer Cost-effective Solutions for Remote Monitoring Applications

Hong Kong, June 7, 2005 – Responding to the growing demands for affordable personal network cameras used at home, Sony Corporation of Hong Kong Limited today unveiled a new series of personal network cameras, including the SNC-M1, SNC-M1W, SNC-M3 and SNC-M3W. The new models pack built-in web servers, network interfaces and built-in microphones in the compact, all-in-one bodies for a wide range of IP monitoring applications.

Supporting both the MPEG-4 video and widely used JPEG compression formats, the SNC-M series allows for smooth video/audio streaming via an ordinary broadband network environment. Users can choose the compression format they prefer and also the image size of either 640 x 480 for clear and detailed viewing or 320 x 240 with a maximum frame rate of 30fps. The cameras can automatically adjust audio and video bit rate so as to meet changing network conditions, providing smooth video images even at low bandwidths. The SNC-M1W and SNC-M3W come with the IEEE802.11b standard for wireless connection.

“Aiming at users who wish to monitor indoor premises remotely over a broadband network, the new SNC-M series offers cost-effective solutions for an extensive range of IP monitoring applications such as home and SoHo sector as well as commercial locations. With its network functionality and convenient features, the SNC-M series makes remote monitoring easier and more affordable than ever.” said Mr. Kunihiko Kawakita, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited.

Besides video monitoring, the SNC-M series also offers audio monitoring with the ability to pick up the desired sound from the preferred location with a built-in microphone and an optional external microphone. Users can also communicate with the remote site via a speaker output.

Up to 20 users (JPEG mode) can access the SNC-M series simultaneously and monitor images separately, while access can be restricted to one or more groups of selected users with a network security feature.

A pan/tilt capability (pan up to 120 degrees and tilt up to 60 degrees) is added to the SNC-M3 and SNC-M3W, making it possible to monitor applications that require wide-area viewing. Users with assigned user names and passwords are permitted to control the cameras' PAN/TILT operations.

The SNC-M series is easy-to-use and simple to install. The graphical user interface (GUI) allows users to accomplish camera settings, controls, and monitoring on the PC monitor. The cameras can be wall-mounted, ceiling-mounted, or placed on a desktop with the supplied camera stand, providing flexible installation to meet specific application needs.

The SNC-M series is now available. For customer enquiries, please contact Sony product enquiry hotline at (852) 2909-1865.