



Press Release

Sony Expands IPELA Line-up with All-in-one Personal Desktop Videoconferencing System

The new PCS-TL30 offers high quality videoconferencing solution for all businesses

Hong Kong, October 20, 2005 – Sony Corporation of Hong Kong Limited further expands its IPELA range of Internet Protocol (IP) based communications products with a new personal videoconferencing system, the PCS-TL30. Featuring a fully functional AV interface that can double as a PC display, the PCS-TL30 is designed for desktop use with a sleek, all-in-one package.

Building on the success of the flagship PCS-TL50, the PCS-TL30 is a standalone IP-based videoconferencing system that conserves desktop space by providing "all-in-one" system multi-functionality. The system integrates a built-in 3X digital zoom camera, 17-inch WXGA LCD monitor, high-quality directional microphone and speakers in a compact and sleek body.

In addition to an intuitive graphical user interface utilizing translucent cascading menus and displaying all menu-items on one layer, the system is supplied with a mouse for easy operation. The mouse-operated one-click dialing allows users to easily connect to any of the listed contacts with a click on the screen. The system offers a unique 3-window layout mode and multiple display modes such as Full Screen, Picture-in-Picture, or Picture-and-Picture, which display videoconferencing images and presentation data in an effective and easy-to-read manner.

The PCS-TL30 delivers high-quality video at up to 2Mbps over IP networks (H.323). The system is compliant with a range of industry standards such as the latest video standard ITU-T H.264, which enables the operation of the system with other standard-based systems while maintaining high picture quality at a much lower bit rate than the H.263 standard. It is capable of delivering clear and natural sound with the support of MPEG-4 AAC (Advanced Audio Coding) at 14 kHz. It also features the option to include a Data Solution Module (PCSA-DSM1), which enables the sharing of any PC files while a conference is in progress.

Supporting 128-bit encryption, the PCS-TL30 offers secure videoconferencing over a network with two encryption modes. One mode complies with the ITU-T H.235 standard for communication with other H.235 compliant systems, while another is Sony proprietary that is ideal for connecting to other PCS-series videoconferencing

systems with higher security. When the encryption modes are active, the system allows video, audio and graphics to be encrypted during the videoconferencing.

The system incorporates the adaptive rate control (ARC) and real-time auto repeat request (ARQ) to enhance QoS (Quality of Service), maintaining the best video and audio quality when the network condition is changing. Memory Stick™ media is a unique feature that enables the system to store still image data received from users' videoconferencing counterparts, capture videoconference images, and install optional software. The optional software PCSA-SCTL30 for Cisco CallManager turns the system into a video communication terminal that can seamlessly integrate into the Cisco IP communication environment. The lightweight, compact design enables the system to be mounted on the wall or installed on the table easily.

The PCS-TL30 videoconferencing system will be available from mid November at suggested price of HK\$28,500.

For customer enquiries, please contact Sony product hotline at (852) 2909-1865.

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