

SONY

Press Release

Sony Expands Leadership in DVD Camcorder Market with New 2006 DVD Handycam Series
Latest range includes flagship DCR-DVD905/E with Sony's breakthrough ClearVID CMOS technology, photo shooting of 4 mega pixels resolution and recording in Dolby Digital 5.1channel surround sound

Hong Kong, January 19, 2006 – With the growing popularity of DVD camcorders among video enthusiasts, Sony Corporation of Hong Kong Limited is expanding its DVD market leadership with the launch of five new DVD Handycam[®] models, including the DCR-DVD905/E, DCR-DVD805/E, DCR-DVD755/E, DCR-DVD705/E and DCR-DVD605/E.

“Sony currently leads the DVD camcorder market and we are confident of expanding our No.1 position with our latest DVD camcorder range that provides easy shoot, easy share and easy playback to suit every consumer’s need.” said Mr. Kunihiko Kawakita, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited.

The high-end DCR-DVD905/E is equipped with Sony’s new ClearVid CMOS Sensor imaging technology and Enhanced Imaging Processor to deliver faster image processing speeds for colourful and vivid moments captured in video. The ClearVid CMOS Sensor features a unique pixel layout to provide wider dynamic range, high sensitivity, low noise, high-speed processing and smear-less images. Its lower power consumption equals to longer hours of video recording.

The DVD Handycam[®] model DCR-DVD905/E misses no photo or movie opportunity to capture that best moment during a wedding or a trip to the user’s favorite destination. Combining the ClearVid CMOS Sensor with the Enhanced Imaging Processor, the DCR-DVD905/E is able to capture high-resolution still images of up to 4 Mega Pixels (4:3 picture with 2,016 x 1,512 pixels). With its Dual Mode Recording and Smooth Slow Recording, it can take digital still pictures in 3 Mega Pixels while shooting video with a one-touch button, instead of the usual VGA resolution available in most camcorders. The Smooth Slow Recording function allows a footage of 3 seconds to be recorded in 12 seconds. The wide 3.5-inch Clear Photo LCD Plus provides 1.6 times more contrast and wider screen size than its previous hybrid LCD panels.

Besides the DCR-DVD905/E, Sony's comprehensive range of DVD Handycam series includes the new mid-range models DCR-DVD805/E and DCR-DVD755/E, which record Dolby Digital 5.1 surround sounds to provide a realistic setting, as well as the entry-level DCR-DVD605/E which offers longer distant shooting with its 20x optical zoom.

Surround Sound for Complete Realistic Scene

With the Dolby Digital 5.1 Creator function, the DCR-DVD905/E, DCR-DVD805/E and DCR-DVD755/E can record omni-directional sounds in DVD with the built-in 4-channel surround microphone and for dramatic sound playback on any 5.1 channel home theatre system. These models come with an optional Bluetooth® wireless microphone ECM-HW1 which can pick up sounds from the original source even in busy or distant locations and record them in high quality.

The DVD Handycam series provides users with an array of convenient features to enjoy the fun of easy shooting, sharing and playback. The DVD Handycam® models have wide DVD recording compatibility, offering DVD-R, DVD-RW and DVD+RW. And DVD+RW allows users to instantly play back on most DVD players or DVD recorders without the need to finalise the disc. Each of the new models comes with a large LCD touch screen panel with the Start/Stop recording and Zoom buttons on the frame to allow for easy shooting from different angles. The high quality Carl Zeiss Lens increases the refraction rate for natural and superior images.

Transferring and storing of movies and still images are a breeze with this new range of DVD Handycam® as they provide users the option to use the new Memory Stick™ Duo (for the DCR-DVD905/E, DCR-DVD805/E and DCR-DVD755/E models), which makes carrying memories along much more easier. For the novice users, the DCR-DVD705/E and DCR-DVD605/E provide the basic features and convenience of a compact DVD camcorder.

For customer enquiries, please contact Sony 24-hour customer service hotline at (852) 2345-2966.

The DVD Handycam® range is launched in mid-February.

“Handycam”, “Memory Stick” and “SteadyShot” are trademarks of the Sony Corporation. All other trade names mentioned in this publication are trademarks of their respective holders.

###

Specifications of DVD Handycam® Camcorder Series are as below:

	DCR-DVD905/E	DCR-DVD805/E	DCR-DVD755/E	DCR-DVD705/E	DCR-DVD605/E
Technology Features					
Image sensor type	1/3” 2.1 Mega Pixels ClearVid CMOS sensor	1/3” 3.31 Mega Pixels Advanced HAD CCD	1/5.5” 1.07 Mega Pixels Advanced HAD CCD		1/6” 800k Advanced HAD CCD

Variable Bit Rate	Yes		
Lens	Carl Zeiss Vario Sonnar T*	Carl Zeiss Vario-Tessar®	
Zoom	10x Optical 120x Digital	12x Optical 800x Digital	20x Optical 800x Digital
16:9 Widescreen Recording Movie / Still	Yes (High quality)		Yes (Normal)
Memory Stick Duo Slot	Yes	-	
Viewfinder	Colour (123k)		
LCD Monitor	3.5" Wide Clear Photo LCD Plus (Touch Panel) (Hybrid)(211K)	2.7" Touch Panel LCD (Hybrid)	2.5" Touch Panel LCD (Hybrid)
5.1ch Surround Sound	Yes (internal)	Yes (external), with supplied microphone	-
DVD-R / -RW / +RW Compatibility	Yes		
SteadyShot®	Super SteadyShot® (Electronic) (Movie mode only)		
NightShot (in camera mode)	Super NightShot (Movie mode only)	NightShot PLUS (Movie mode only)	
Wide Select Button	Yes	-	
Start / Stop & Zoom Buttons on LCD Frame	Yes		
Active Interface Shoe	Yes	-	
Personal Menu	Yes		
Easy Handycam Mode	Yes		
Multi-Language support	Yes		