



## Press Release

**Sony's New Compact XDCAM EX™ Camcorder Revolutionizes HD Shooting**  
*Innovative new model PMW-EX1 combines superb picture quality with flash memory recording for high-speed data transfer*

**Hong Kong, October 18, 2007** – Sony Corporation of Hong Kong Limited today announced the launch of an exciting new model to its XDCAM™ family of camcorders. The XDCAM EX™ PMW-EX1 is the first camcorder using the newly developed SxS PRO™ memory card compliant with the ExpressCard™ industry standard. It combines HD technology with advanced features to make the benefits of HD more accessible and affordable than ever before. While all current XDCAM™ HD/SD models use a professional optical disc-based recording system – the de facto standard for video professionals – the XDCAM EX™ series uses the SxS PRO™ memory card.

Designed to offer full HD recording at an affordable price, the new PMW-EX1 handheld camcorder features a range of technologies to optimize the HD experience. The full HD format (1920 x 1080) of the camcorder's 3-chip 1/2-inch native progressive Exmor™ CMOS sensors supports 1080i, 1080P and 720P HD acquisition and records 60i as well as 24P/30P video (50i/25P for PAL). The model's state-of-the-art 3-chip 1/2-inch type image sensors enable it to provide a sensitivity of F10, a remarkable signal-to-noise ratio of 54dB, and a high horizontal resolution of 1000 TV lines.

“The XDCAM EX™ represents an exciting new entry point into the world of HD content creation, taking professional HD shooting to a new level with the use of the SxS PRO™ memory card,” said Mr. Koichi Tsunematsu, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited. “By combining sophisticated HD technologies with the extraordinary convenience of card media, the PMW-EX1 allows professional videographers to enjoy improved workflow efficiency with the high-speed memory-based ExpressCard™.”

An ultra-compact nonlinear medium that uses flash memory, the SxS PRO™ memory card offers unparalleled convenience and performance. Simply by using two 16GB memory cards in the two card slots provided, users can record up to 100 minutes of 35Mbps HD footage, or 140 minutes at 25Mbps. The compact size of each card –

approximately 75mm × 34mm × 5mm – is also just half the size of a conventional PC card, ensuring that the PMW-EX1 delivers unparalleled mobility.

The PMW-EX1 also comes with a free application software package that enables recorded data to be managed more easily. The supplied Clip Browsing software is a simple-to-use PC application software that allows users to easily browse and copy video clips recorded by the PMW-EX1 to other devices such as hard disk drives. It is compatible with both Windows-based PCs and Macs.

The following companies are also planning to implement interoperability with the XDCAM EX™, ensuring that users enjoy the highest levels of workflow efficiency and interoperability: (in alphabetical order)

Adobe Systems Incorporated (Adobe Premiere Pro with MainConcept MPEG Pro)  
Apple Inc. (Final Cut Pro Studio)  
Dayang Technology Development Inc. (D3 Edit 3000 Series)  
MainConcept AG (MPEG Pro HD 3.0)  
Matrox Electronic Systems Ltd. (Matrox Axio & Matrox RT.X2)  
MOG Solutions (Toboggan MediaTransfer)  
Newauto Silicon Valley Video Technology Co., Ltd. (Himaraya A1000/A1200/A1500 series)  
Sobey Digital Technology Co., Ltd. (E7, E2000)  
Sony Creative Software (Vegas™ Pro 8)  
Thomson (Grass Valley™ EDIUS™ Pro & Grass Valley EDIUS Broadcast)

For creative videography, the PMW-EX1, the latest member of Sony's legendary CineAlta™ family, offers the variable frame rate function that is a popular favorite for cinema-like productions with a scanning mode that is switchable between 1920 x 1080, 1280 x 720, and 1440 x 1080 resolutions, while the frame rate is selectable from interlace and progressive – 59.94i, 50i, 29.97P, 25P, and long-awaited native 23.98P. The PMW-EX1 offers a powerful Slow & Quick Motion function that enables users to create unique 'looks' or special effects of slow- and fast-motion images. The PMW-EX1 is also equipped with a well-established Fujinon 14x zoom lens specifically designed for the PMW-EX1 to offer optimum picture performance.

For the ultimate in mobility, the PMW-EX1 is housed in a compact, lightweight body, with the added benefit of highly flexible operational features that make it ideal for news reporting, TV programs, commercials, and the advanced imaging of cinema-style productions.

Available from the end of November 2007, the new XDCAM EX™ camcorder PMW-EX1 is bundled with a SxS PRO™ memory card SBP-8 (8GB) at the suggested price of HK\$62,400. Customers will receive one more SxS PRO™ memory card SBP-8 (8GB) during the promotion period until the end of December 2007.

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

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### **About Hong Kong Marketing Company**

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit its web site on [www.sony.com.hk](http://www.sony.com.hk).

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**Key specifications of XDCAM EX™ Camcorder PMW-EX1 are as below:**

<b>General</b>		
Mass	Approx. 2.4 kg (5 lb 4 oz) (body), Approx. 2.8 kg (6 lb 2 oz) (with lens hood, large eye cup, BP-U30 battery, one SxS PRO™ memory card)	
Dimensions (W x H x D)	178 x 176 x 311.5 mm (7 1/8 x 7 x 12 3/8 inches)	
Power requirements	DC 12 V	
Power consumption	Approx. 13 W (while recording, with color LCD OFF, 1920 x 1080/59.94i mode)	
Operating temperature	0 to +40°C (+32 to +104°F)	
Storage temperature	-20 to +60°C (-4 to +140°F)	
Continuous operating time	Approx. 4 hours with BP-U60 battery Approx. 2 hours with BP-U30 battery	
Recording format	Video	MPEG-2 Long GOP HQ mode: VBR, maximum bit rate: 35 Mb/s, MPEG-2 MP@HL, SP mode: CBR, 25 Mb/s, MPEG-2 MP@H14
	Audio	Linear PCM (2ch, 16-bit, 48-kHz)
Recording frame rate	NTSC setting:	HQ mode: 1920 x 1080/59.94i, 29.97P, 23.98P, 1280 x 720/59.94P, 29.97P, 23.98P SD mode: 1440 x 1080/59.94i, 23.98P
	PAL setting:	HQ mode: 1920 x 1080/50i, 25P, 1280 x 720/50P, 25P SP mode: 1440 x 1080/50i
Recording/Playback time	HQ mode:	Approx. 50 min. with SBP-16 (16 GB) memory card, Approx. 25 min. with SBP-8 (8 GB) memory card
	SP mode:	Approx. 70 min. with SBP-16 (16 GB) memory card, Approx. 35 min. with SBP-8 (8 GB) memory card
<b>Lens</b>		
Zoom ratio	14x (optical), servo/manual selectable	
Focal length	f = 5.8 to 81.2 mm (equivalent to 31.4 to 439 mm on 35 mm lens)	
Iris	Iris F1.9 to F16 and close, servo/manual selectable	
Focus	AF/MF/Full MF selectable, 800 mm to ∞ (MACRO OFF), 50 mm to ∞ (MACRO ON, Wide), 735mm to ∞ (MACRO ON, Tele)	

Image stabilizer	ON/OFF selectable, shift lens
Filter thread	M77 mm, pitch 0.75 mm (on lens)
<b>Camera</b>	
Pickup device	3-chip 1/2-inch type Exmor™ CMOS
Effective picture element	1920 (H) x 1080 (V)
Optical system	F1.6 prism system
Built-in filters	ND filter OFF: Clear, 1: 1/8ND, 2: 1/64ND
Sensitivity (2000 lx, 89.9% reflectance)	F10 (typical) (1920 x 1080/59.94i mode)
Minimum illumination	0.14 lx (typical) (1920 x 1080/59.94i mode, F1.9, +18 dB gain, with 64-frame accumulation)
S/N ratio	54 dB (Y) (typical)
Horizontal resolution	1000 TV lines or more (1920 x 1080i mode)
Shutter speed	1/33 to 1/2000 sec.
Shutter angle	180, 90, 45, 22.5, 11.25 degrees
Slow Shutter (SLS)	2-, 3-, 4-, 5-, 6-, 7-, 8-, 16-, 32-, and 64-frame accumulation
Slow & Quick Motion function	720P: Selectable from 1 to 60 fps as recording frame rate 1080P: Selectable from 1 to 30 fps as recording frame rate
<b>Audio performance</b>	
Sampling frequency	48 kHz
Quantization	16 bits
Headroom	20dB
Frequency response	20 Hz to 20 kHz, +3 dB/-3 dB
Dynamic range	Dynamic range 90dB (typical)
Distortion	Less than 0.1% (with input level of -40 dBu)
<b>Signal inputs/outputs</b>	
Audio input	XLR-3 (female) x 2, line/mic/mic +48 V selectable Mic: -8 dBu to -65 dBu, Line: +4 dBu
A/V output	A/V output x 1, Audio: -10 dBu, 47kΩ, Analog composite: 1.0 Vp-p, 75Ω unbalanced, S-Video: Y: 1.0 Vp-p, 75Ω unbalanced, sync negative
Component output	Mini D x 1, Y: 1.0 Vp-p, 75Ω, Pb/Pr: 0.7 Vp-p, 75Ω
SDI output	BNC x 1, HD-SDI/SD-SDI selectable
i.LINK input/output	IEEE1394, 4-pin x 1, HDV stream input/output, S400
USB	Mini-B x 1, USB 2.0 High-speed
Headphone output	Stereo mini-jack x 1, 16Ω, 30 mW
Speaker output	Monaural, 300 mW

<b>LCD monitor</b>	
	3.5-inch* type color LCD monitor, approx. 921,000 effective pixels, 640 (H) x 3 (RGB) x 480 (V), 16:9, hybrid type
<b>Viewfinder</b>	
	0.54-inch* type color LCD, 1120 (H) x 225 (V), 16:9
<b>Built-in microphone</b>	
Capsule type	Omni-directional stereo electret condenser microphone
Frequency response	50 to 15000 Hz
<b>Media slot</b>	
Type	ExpressCard™/34 x 2
Interface	ExpressCard™ compatible
<b>Supplied accessories</b>	
	Lens hood x 1, large eye cup x 1, IR Remote Commander unit x 1, USB cable x 1, A/V connecting cable x 1, component video cable x 1
	Shoulder strap x 1, operation manual x 1, XDCAM EX™ Clip Browsing software x 1, SxS device driver software x 1
	SBP-8 SxS PRO™ memory card x 1, BP-U30 battery x 1, BC-U1 charger x 1

\*Viewable area measured diagonally