



## Press release

### **Sony Unveils New Megapixel IP Network Cameras with Outstanding Sensitivity and High Resolution**

*Sony's first network cameras incorporate advanced progressive scan CCD with Exwave PRO™ technology and Light Funnel function for surveillance monitoring*

**Hong Kong, June 4, 2008** – Sony Corporation of Hong Kong Limited today introduced its first three high performance 1.3 megapixel network cameras to the IPELA Network Camera family – SNC-DM160 and SNC-DM110 Megapixel Network Mini-dome Camera as well as SNC-CM120 Megapixel Fixed-type Camera. Incorporating the advanced 1/3-type progressive scan CCDs with the cutting-edge ExwavePRO technology and the unique light funnel function, the new network cameras provide bright and vivid images for surveillance monitoring applications even in the most challenging lighting environments.

#### **Advanced ExwavePRO Technology & Light Funnel Function**

The fourth generation IP network cameras incorporate the latest breakthrough technologies to provide the enhanced performance for security applications. The ExwavePRO technology achieves higher sensitivity and higher horizontal resolution simultaneously by combining Exwave HAD™ technology with complementary colour filters and progressive scanning. With the ExwavePRO technology, the new megapixel network cameras can provide bright images in low light conditions with a resolution greater than 1,000,000 pixels. The minimum illumination of the SNC-DM series is 0.8 lx in color at F1.3, while the SNC-DS series is 0.3 lx in color at F1.3.

Another key feature is the built-in “light funnel” function (also referred as “binning”) that results in four times increase in sensitivity at normal shutter speeds, making the SNC-DM series suitable for both indoor and outdoor use. With the light funnel mechanism, image data for every two pixels are combined vertically and horizontally providing extremely bright images even when monitoring moving objects. This function can be activated automatically in response to surrounding light conditions or on a pre-specified time schedule.

The SNC-DM160 and SNC-DM110 also adopt the Solid PTZ and cropping functions which increase the flexibility of monitoring, reduce the data size of storage, as well as enhance the bandwidth efficiencies. With these convenient features, users can precisely monitor specific areas within the camera’s field of view and freely crop portions of the full-resolution image to capture particular area.

Common to the latest network cameras are the sophisticated features such as Intelligent Motion Detection, constant bitrate algorithm, flexible gamma curve settings, as well as MPEG4 and JPEG dual codec capability. These features provide not only high-quality images, but also allow the network cameras to be accessible and scalable to meet various security applications.

### **Growing Family of Intelligent Network Cameras**

Apart from the megapixel cameras, joining the new generation of Sony network camera family also includes the SNC-DS60 Compact, Ruggedized mini-dome, SNC-DS10 Normal mini-dome and SNC-CS20 Day/Night fixed-type camera. These models adopt the 1/4-type progressive scan CCDs with ExwavePRO technology providing excellent sensitivity for surveillance monitoring.

All of the new generation cameras provide a wide range of applications, which require image details and close monitoring, such as banking, retail, government, education and transportation. Compared with the conventional network cameras, the new line-up offers better sensitivity without compromising the image quality.

The Megapixel Network Cameras SNC-DM160, SNC-DM110 and SNC-CM120 as well as the Network Cameras SNC-DS60, SNC-DS10 and SNC-CS20 will be launched from the middle of June 2008.

For customer enquiries, please contact Sony customer service hotline of professional products at (852) 2909-1865.

### **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).

###