

Press Release

Sony Unveils New Series of High-Definition Network Security Cameras

The new V, X and E series of security cameras feature compact and lightweight designs to deliver up to 1080p HD picture quality for indoor and outdoor surveillance



Hong Kong, November 18, 2010 – Sony Corporation of Hong Kong Limited today introduced its new IPELA range of high-definition (HD) network security cameras. Incorporating the latest technologies, including View-DR and Distributed Enhanced Processing Architecture (DEPA) Advanced, the security camera series provide integrators, corporate users and customers with the highest quality 1080p HD images even in the most challenging backlit environments. Designed to cater to different indoor and outdoor surveillance needs, the new IPELA range of HD security cameras offers V, X and E series.

V Series – Innovative technologies for the most stringent surveillance needs

As Sony’s flagship line of HD security cameras, the V series incorporates a high-speed “Exmor” CMOS sensor and the View-DR, which is a combination of Sony’s full-capture Wide-D technology and Visibility Enhancer which allows these cameras to provide quality HD images, even in the most challenging backlit environments. The V series also features XDNR (eXcellent Dynamic Noise Reduction) that combine the benefits of traditional 2D and 3D noise reduction

technologies and will reduce the noise level and motion blur when shooting in low light environments.

X Series – Ultra compact design for easy installation

The X Series offers cameras for unique surveillance installations. Sporting an ultra-compact housing and stylish design, the X series is used in environments that require high performance in a small footprint. The X series delivers exceptional quality HD video footage using Exmor CMOS sensor technology¹. With the PoE features, the X series simplifies the installation with only one cable for data and power transmission.

E Series – Cost effective cameras with excellent performance

The E Series includes entry-level models that combine high picture quality and a robust feature-set at a cost-effective price. Equipped with Sony's Exmor CMOS sensors and built-in IR (Infrared) illuminators², these cameras can capture objects in the dark even under 0 lux and up to 15 meters away.

The new HD security camera series are available in a variety of form factors including mini-dome, fixed/box and some with a low-profile bullet shape. All the new models incorporate video analytics, offering system feedback and image analysis in real time while most models are also available in weatherproof and vandal-proof versions for high-traffic, outdoor installations.

The latest range of HD network security cameras from Sony is available in Hong Kong and Macau from November 2010 onwards.

IPELA range of HD IP Cameras includes the following models:

V Series	SNC-CH240, SNC-CH280, SNC-DH240, SNC-DH240T, SNC-DH280, SNC-CH140, SNC-CH180, SNC-DH140, SNC-DH140T, SNC-DH180
E Series	SNC-CH220, SNC-CH260, SNC-DH220, SNC-DH220T, SNC-DH260, SNC-CH120, SNC-CH160, SNC-DH120, SNC-DH120T, SNC-DH160
X Series	SNC-CH210, SNC-DH210, SNC-DH210T, SNC-CH110, SNC-DH110, SNC-DH110T

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¹ Only applicable to the SNC-CH210, SNC-DH210 and SNC-DH210T.

² Only applicable to the SNC-CH160, SNC-CH260, SNC-DH160 and SNC-DH260.

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.

About make.believe

"make.believe" (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. "make.believe" symbolizes the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.

V Series

Model Name	SNC-CH240	SNC-CH280	SNC-DH240	SNC-DH240T	SNC-DH280	SNC-CH140	SNC-CH180	SNC-DH140	SNC-DH140T	SNC-DH180
Type	Fixed Indoor Box	Bullet Outdoor Box	Indoor Mini-dome	Vandal Indoor Mini-dome	Rugged Outdoor Mini-dome	Fixed Indoor Box	Bullet Outdoor Box	Indoor Mini-dome	Vandal Indoor Mini-dome	Rugged Outdoor Mini-dome
Video compression format	JPEG / MPEG-4 / H.264									
Maximum resolution	1920 x 1440 (3 Mega)					1280 x 1024 (1.3 Mega)				
Imager	1/2.8-type progressive scan Exmor CMOS sensor					1/3-type progressive scan Exmor CMOS sensor				

X Series

Model name	SNC-CH210	SNC-DH210	SNC-DH210T	SNC-CH110	SNC-DH110	SNC-DH110T
Type	Fixed Indoor Box	Indoor Mini-dome	Vandal Indoor Mini-dome	Fixed Indoor Box	Indoor Mini-dome	Vandal Indoor Mini-dome
Video compression format	JPEG / MPEG-4 / H.264					
Maximum resolution	2048 x 1536 (3 Mega)			1280 x 960 (1.3 Mega)		
Imager	1/2.8-type progressive scan Exmor CMOS sensor			1/3.8-type progressive scan CMOS sensor		

E Series

Model Name	SNC-CH220	SNC-CH260	SNC-DH220	SNC-DH220T	SNC-DH260	SNC-CH120	SNC-CH160	SNC-DH120	SNC-DH120T	SNC-DH160
Type	Fixed Indoor Box	Bullet Outdoor Box	Indoor Mini-dome	Vandal Indoor Mini-dome	Rugged Outdoor Mini-dome	Fixed Indoor Box	Bullet Outdoor Box	Indoor Mini-dome	Vandal Indoor Mini-dome	Rugged Outdoor Mini-dome
Video compression format	JPEG / MPEG-4 / H.264									
Maximum resolution	1920 x 1440 (3 Mega)					1280 x 1024 (1.3 Mega)				
Imager	1/2.8-type progressive scan Exmor CMOS sensor					1/3-type progressive scan Exmor CMOS sensor				