

SONY

Press Release

Sony's First Hard Disk Drive Handycam Captures Superb Video with Surround Sound
30GB HDD Handycam[®] offers breathtaking home theater experience with Dolby Digital 5.1 Creator

Hong Kong, March 1, 2006 – Sony Corporation of Hong Kong Limited today announced the launch of its first Hard Disk Drive Handycam[®] (HDD Handycam), the DCR-SR100/E. In addition to featuring outstanding video shooting capability, Sony's DCR-SR100/E is currently the only hard disk drive camcorder in the market with the capability to record Dolby Digital 5.1 channel surround sound, delivering dramatic audio and video playback by picking up distinctive surround sound within the camcorder and around the object with an optional wireless Bluetooth[®] microphone (ECM-HW1). The 1/3" 3 Mega Pixels CCD with Primary Colour filter and high-quality Carl Zeiss[®] Vario Sonnar[®] T* lens system maximizes high colour and light sensitivity for the sharpest capture of objects in action. Sharing the excellent quality movies and images recorded on the DCR-SR100/E with friends and family is easier than ever before with its one-touch DVD burn button.

"Sony is pleased to offer customers the option of a hard disk drive camcorder on top of our current wide range of Handycam[®] models. The new DCR-SR100/E delivers higher video shooting capacity with the built-in 30GB hard disk storage. The new Handycam[®] has integrated the strengths of its high-end camcorder features and Dolby Digital 5.1 channel surround sound ability to provide extended shooting use for the ultimate video shooting and playback experience that is as close as possible to the original scene in both image and sound quality," said Mr. Kunihiro Kawakita, Division Managing Director of Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited.

Dolby Digital 5.1 Channel Surround Sound

The DCR-SR100/E is the first hard disk drive camcorder with a built-in microphone for recording in Dolby Digital 5.1 channel Surround Sound. It features an optional wireless Bluetooth[®] microphone that can be attached to the object without restricting sounds from the camcorder. This enables sounds to be captured from all directions and playback on home theatre systems with 5.1 channel Surround Sound capability for a realistic viewing experience.

1/3" 3 Mega Pixel Primary Colour CCD

The 1/3" indicates the screen size of the wide view of the pictures captured. The 3 Mega Pixels refers to 2.05 Mega Pixels for video and 3 Mega Pixels for digital still images. The Primary Colour CCD filters elementary colours such as red, green and blue from the colour signals of the transmitted light to create accurate colours on both videos and digital still images.

3G[™] Sensor with Video Stream Buffering System

Sony has incorporated a safety feature to protect data stored on the hard disk. When the 3G sensor in the device detects a fast direction from the pull of gravity, it repositions the hard disk to protect against cracks and shock. The DCR-SR100/E is also capable of buffering memory to protect the data from loss or corruption by suspending its current activities when the HDD is being interrupted. The buffered stream is then restored when the HDD is recovered.

Cutting Edge Advantages

In addition to offering all the benefits of video shooting with a 30GB hard disk drive camcorder, the DCR-SR100/E uses minimal energy (a low 4.2W) for a longer lasting video shooting experience. Users can record up to seven hours of DVD movie-quality video or more than 21 hours in long play mode. The DCR-SR100/E also features a 3G Sensor™ with Video Stream Buffering system to protect the hard disk and safeguard internal mechanisms to help prevent data loss. Users can also enjoy the camcorder's 3 mega pixel still capture capability in 16:9 and 4:3 aspect ratios, built-in flash and wide 2.7-inch SwivelScreen™ LCD display.

Easy Post Production

The compact DCR-SR100/E provides users with convenient ways to save their precious memories and seamless PC connectivity. The one-touch DVD burn button transfers videos automatically onto DVD via high-speed transfer to a PC. "Easy PC-backup" activates automatic backup when difference is detected between PC & HDD Camcorder. The bundled software provides users the option to edit videos, organise DVD titles and select videos to be copied onto the DVD manually. All of these features are managed through one user-friendly interface.

Pre-registration is open to customers from March 6 to March 22, 2006. Customers are entitled to join a lucky draw to win a digital photo printer (DPP-FP50). Pre-ordering of the DCR-SR100/E runs from March 23 to April 13, 2006. Customers who place orders will receive the accessory kit ACC-FP71 (worth HK\$650) for free. In addition, a range of special offer packages are available during the pre-order period. For details, please visit Sony's Web site at www.sony.com.hk.

Sony's first HDD Handycam® DCR-SR100/E is available in mid of April at suggested retail price of HK\$8,980.

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Specifications of Sony's Hard Disk Drive Handycam® camcorder DCR-SR100/E are as below:

Model	DCR-SR100/E
Format	HDD
HDD Capacity	30GB
Video Signal	NTSC/ PAL
Image Device	1/3" Advanced HAD CCD Gross: 3.31 Mega Pixels 16:9 Movie (effective): 2,057,300 Pixels 4:3 Picture (effective): 3,048,000 Pixels
Mega Pixel Engine	Yes
LCD Monitor	2.7" Wide Hybrid LCD (123K) Touch Panel with Active Menu
Lens	Carl Zeiss Vario Sonnar T*
Zoom	Optical: 10x Digital: 120x
16:9 Widescreen Recording (Movie/ Still)	Yes (High quality)
USB Terminal	Mini-B/ USB 2.0 Hi-Speed
Viewfinder	123k Colour View Finder
5.1 channel Surround Sound	Yes
Wide Select Button	Yes
Start/ Stop & Zoom Buttons on LCD Frame	Yes
Steady Shot	Super SteadyShot®
Night Mode	Super NightShot®
Minimum Illumination (Night mode)	5 Lux (0 Lux)
Other Features	<ul style="list-style-type: none"> ● Active Interface Shoe ● Colour Slow Shutter ● Personal Menu ● Easy Handycam Mode ● Program AE ● Manual Focus (Touch Panel) ● Spot Focus (Touch Panel) ● Exposure Control (Touch Panel, 24 Steps) ● Digital Effects ● Picture Effects ● Fader (Touch Panel) ● Multi-Language support
Max. HDD Recording Capacity	HQ (440 min) SP (650 min) LP (1250 min)
Still Image Recording Mode (Approx. no. of shots)	30 GB Hard Disk Drive 640 x 480 (1 Mega Pixels): 9,999 shots 2,016 x 1,512 (3 Mega Pixels): 9,999 shots

Supplied Accessories	<ul style="list-style-type: none"> ● AC Adaptor (AC-L200) ● InfoLithium Battery (NP-FP60) ● Wireless Remote Commander (RMT-835) ● AV Cable ● Clock Lithium (Installed) ● Lithium Battery (CR 205) ● Image Editing Software - ImageMixer for HDD Handycam (CD-ROM)
Dimensions (W x H x D)	82 x 69 x 149mm
Net Weight	535g

Design and specifications are subject to change without prior notice.