

Press Release

Sony Introduces Its First High Definition Visual Communications System for a Variety of Applications

New IPELA PCS-HG90 features next-generation audio and visual technology to deliver high resolution picture quality of 1280 x 720 at 60P

Hong Kong, August 22, 2006 – Sony Corporation of Hong Kong Limited today added its first high definition IP-based visual communications system to the IPELA range of products. The new IPELA PCS-HG90 boasts the HD video format of 1280 x 720 at 60P and a maximum video transfer rate of 8Mb/s over an IP network. This latest addition to Sony's extensive range of professional-grade HD solutions is able to deliver true-to-life images for a variety of applications including visual communications, television broadcast production and high-end content creation.

A technological breakthrough

The optional camera unit PCSA-CHG90 incorporates a 1/3" 1.12 Mega Pixel 3CCD HD camera with PTZ (Pan/Tilt/Zoom) capability to deliver unparalleled picture quality. In addition to high-quality images, the PCS-HG90 features clear and natural-sounding audio, with a wide frequency range of up to 22 kHz using MPEG-4 AAC (Advance Audio Coding). By using XLR audio inputs, the system supports a wider frequency range of up to 44 kHz to provide superb-quality audio from a number of different sound sources. The PCS-HG90 can also accept analog or digital video signals, from SD to HD, as well as PC signals.

The system adopts a new enhanced intelligent QoS (Quality of Service) functions (FEC, ARQ and ARC) to support HD video, making it possible to realize a remarkable reduction of the video artefact regardless of the transmission distance.

Multiple applications for high-end flexibility

The dynamic combination of visual and audio superiority offered by the PCS-HG90 ultimately translates into benefits that go far beyond time and cost savings. The industry's leading audio and video quality for visual communications makes the PCS-HG90 the ultimate choice for broadcasters who need realistic, life-like images even on large-screen displays.

With the PCS-HG90, it's never been easier to use HD-resolution video and stereo audio over an IP network during on-air interviews and news reports. The PCS-HG90 also provides a HD-SDI standard digital interface such as 1080x60i, 1080x50i and 720x60p, enabling users to adopt any kind of professional HD equipment in the market. The new system, which utilizes Sony's IPELA IP communications technology, also enables the

sharing of high-quality content—live or taped—between location sets and production studios.

The HD visual communications system can also be used in a variety of applications beyond broadcast and content creation. For distance learning applications, the IPELA PCS-HG90 enhances the learning experience, increases students' comprehension of teaching materials and provides a visually compelling medium for student-teacher interaction. Hospitals can connect multiple facilities allowing doctors to consult with colleagues or conduct virtual lectures and training seminars.

Other features include a four-site multi-point videoconferencing capability, site-name display and ITU-T H.235 encryption. Additional convenience is provided through Memory Stick™ media card support for storing and loading set-up parameters, upgrading system software and installing optional software.

From the boardroom to the classroom, from operating theatres to television studios, Sony's IPELA range is changing the way market-leaders communicate. The PCS-HG90 codec and PCSA-CHG90 camera are now available in Hong Kong.

Sony's IPELA brand of Internet Protocol (IP)-based products includes network cameras, recording devices and visual communications systems that offer bright images and crisp audio, making them the perfect video tools for today's most demanding medical, education, government, broadcast and enterprise customers.

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.

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