

Corporate Communications Department
1 Sony Drive
Park Ridge, New Jersey 07656

SONY UNVEILS NEW IT-ENABLED DVCAM CAMERAS AND PRODUCTION TOOLS

LAS VEGAS (NAB, Booth #18207), April 7, 2002 - Sony Electronics today introduced IT-enabled DVCAM™ cameras and production tools to help videographers and other professional content creators realize more efficient workflow processes and increased productivity. The additions to Sony's DVCAM family include a new professional camcorder, two digital hard-disk drive products and three videotape recorders.

"These additions to our line-up of DVCAM acquisition and production tools represent Sony's continuing commitment to AV/IT integration," said Craig Yanagi, senior marketing manager for corporate marketing for Sony Electronics' Broadcast and Professional Systems Division. "The new products further enhance the professional videographer's ability to economically create content, then connect quickly and easily to a wide variety of AV/IT devices. The content can then be edited, stored or distributed through multiple means, all with today's proven technology that provides a migration path to the future."

Since the format's introduction in 1996, more than 280,000 DVCAM camcorders and VTRs have been sold worldwide for use in a wide array of applications, including event videography, documentaries, episodic television production, and independent and major motion picture filmmaking.

Compact, Yet Sophisticated Camcorder

Sony's new [DSR-PDX10](#) DVCAM camcorder combines a compact design with sophisticated features such as web transfer of still images, as well as streaming of live video and VTR playback through an integrated USB port when connected to a computer.

Weighing slightly less than three pounds fully equipped, the camcorder integrates a 1/4.7 inch 3-CCD (the smallest HAD CCD ever offered in the DVCAM line), offers superb picture quality (530 lines of horizontal resolution and 12X optical zoom), both DVCAM and DV format recording capability and an integrated Memory Stick® recording media slot. The DSR-PDX10 also incorporates the ability to edit and record up to 85 minutes of MPEG-based video on 128MB Memory Stick media. The camcorder also features a Sony iLINK® IEEE 1394 digital video interface, as well as composite and S-video analog video I/Os.

The DSR-PDX10 camcorder is expected to be available this summer for a suggested list price of \$2,900.

DVCAM Hard-Disk Recorders

Sony's new [DSR-DU1](#) hard-disk drive provides videographers with a novel solution for hard-disk recording and playback in the field. Featuring an iLINK interface, the unit attaches directly to the back of a compatible DVCAM camcorder, via camera adapter or via an i.LINK cable, to a compatible portable camcorder for simultaneous disk and tape-based recording.

The unit can record up to three hours of DVCAM and DV video. It also offers eight seconds of cache recording, minimizing the chances of missing a shot. The unit is expected to be available this summer for a suggested list price of \$2,100.

For non-field applications, Sony's [DSR-DR1000](#) hard-disk recorder provides videographers with high-performance and versatile in-studio recording and playback capabilities. The half-rack sized unit features 80GB of hard-disk recording and four channels of digital audio. In addition, the unit offers variable playback of +/- 2 times normal speed, simultaneous record and playback capability, and Dynamic Motion Control (DMC), providing noiseless faster or slower than real time recording. It is the first DVCAM product to feature Simple Network Management Protocol (SNMP) capability, which enables the unit's operation condition to be monitored and controlled over an IP network. The unit also offers a full set of audio, video, control and data transfer interfaces, including Sony's iLINK interface, as well as Serial Digital Interface (SDI), and Ethernet connectivity.

The DSR-DR1000 is expected to be available this fall for a suggested list price of \$5,000.

DVCAM Videotape Recorders

Sony's new [DSR-1500A](#) VTR builds upon the features of the current DSR-1500 model, and will come standard with an iLINK interface. It also has the capability to record in both standard DV (SP only) and DVCAM formats. The DSR-1500A videotape recorder is expected to be available this summer for a suggested list price of \$6,900.

The [DSR-45](#) videotape recorder is a new digital video recorder designed for component linear editing feeding and non-linear editing. Featuring an iLINK interface, the DSR-45 integrates seamlessly into compatible DV-based editing suites. The unit also comes standard with RS-422A and RS-232C interfaces, as well as component video I/O and XLR audio output connectors that enable it to accept and transfer high-quality analog audio and video.

The unit also boasts a two-inch (viewable area, measured diagonally), built-in LCD front panel that displays video images, audio level and system status; support for four independent high-quality audio channels; and a digital stereo recording system offering DVCAM's digital audio performance with excellent signal-to-noise ratio that rivals CD-quality audio. It also accepts both mini- and standard-size DVCAM and DV cassette tapes. The DSR-45 videotape recorder is expected to be available in May for a suggested list price of \$5,500.

Specially designed for use in DV-based nonlinear editing, Sony's new [DSR-25](#) videotape recorder represents the addition of a second NTSC/PAL compatible VTR to the DVCAM product line. The new recorder features an iLINK interface, Control S and LAN Control (LANC) connectivity; records in both DV (SP only) and DVCAM; and will accept both mini-DVCAM and standard-size cassettes. Like the DSR-45, the DSR-25 will also feature a two-inch (viewable area, measured diagonally) LCD screen. The DSR-25 videotape recorder is expected to be available in June for a suggested list price of \$4,100.

DVCAM Media

To complement these new hardware products, Sony has recently introduced two new non-chip, short-length mini-sized DVCAM tapes, including the 12- and 22-minute varieties (the PDVM-12N and the PDVM-22N models, respectively).

Co-developed with the hardware, Sony media is designed to permit the best performance between recorder and tape, extended head life and signal recording with the highest-quality playback possible.

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Editor's Note: For more detailed product information, readers can visit www.sony.com/professional. For additional press information and digital images, please visit Sony Electronics' News and Information web site at www.sony.com/news.

For more information regarding the nearest Sony authorized dealer or service location, call 1-800-686-SONY.

Contact Info:

[Robert Christie](#)

Sony Electronics Inc.

[Matt Hutchison](#)

Sony Electronics Inc.