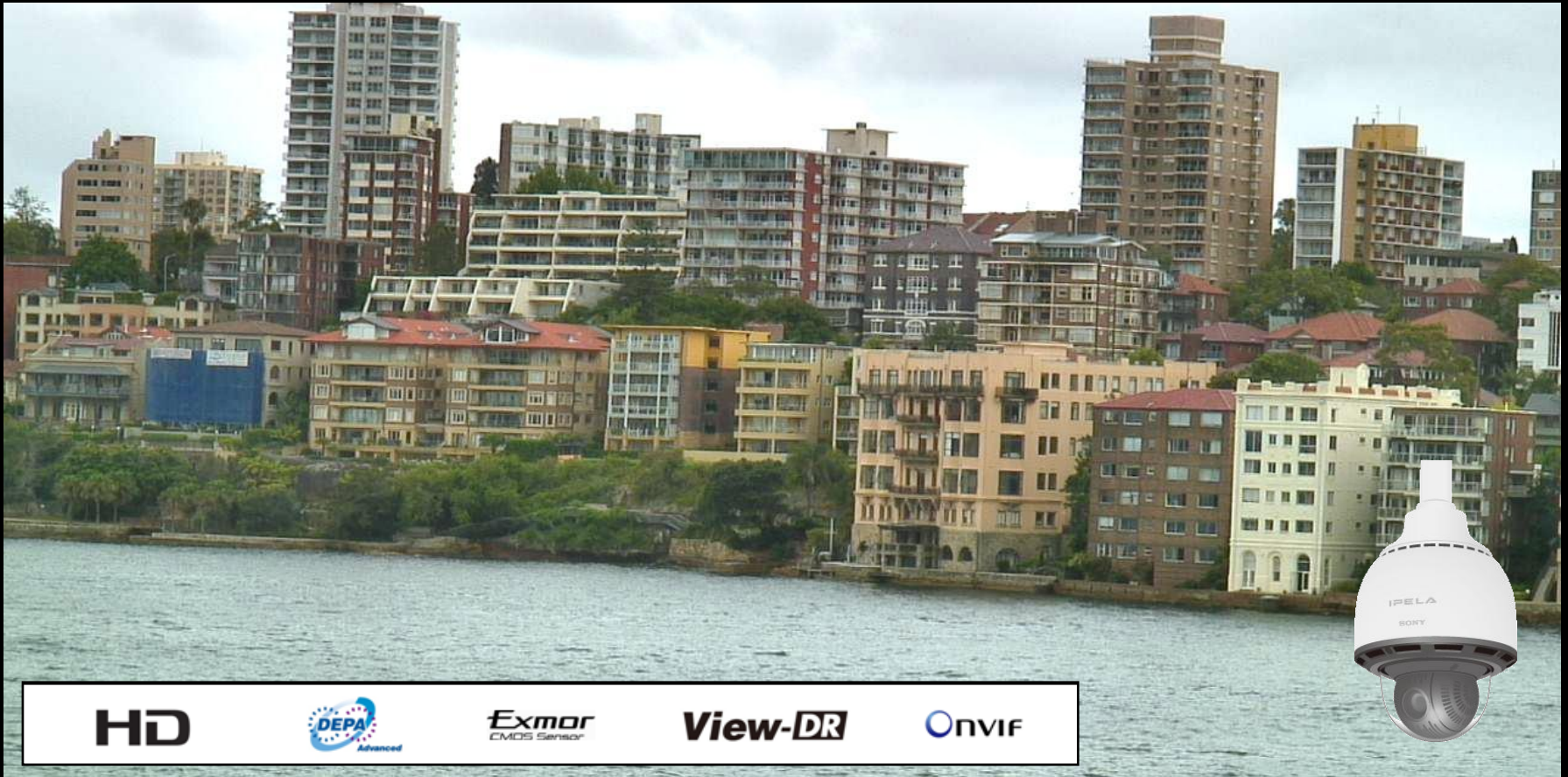


BENEFITS OF SONY VIDEO SECURITY

Why Sony?



HD



Exmor
CMOS Sensor

View-DR

ONVIF

Why Sony?

- We are one of the worlds leading Video Security product providers for IP and analogue systems.



- Our portfolio supports the migration to IP by integrating analogue camera systems using our 5th Generation Encoders and latest Hybrid NVR's.



- Provides integration of products from either Sony or other manufacturers.

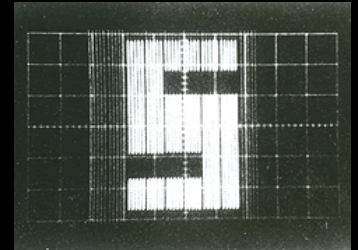


- World wide business with a local presence.



History of Sony

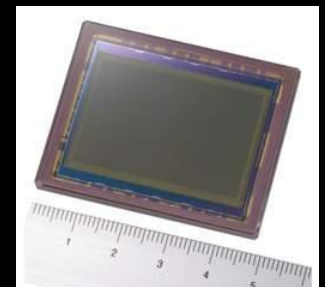
- Sony has been developing CCD since 1970
 - 20 billion yen investment until the 1st commercial CCD sensor development in 1978
- World's first CCD camera was produced in 1980 "XC-1"
 - The first application was for a Jumbo Jet to screen taking off and landing into cabin
- Sony has been leading image sensor development (CCD & CMOS) in the world
- We have developed a range of CMOS sensors up to 24M pixels.



"S" captured by
64 pixel CCD (1972)



World's 1st CCD camera
"XC-1" (1980)



24M Pixel CMOS

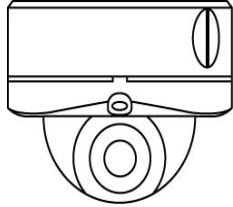


BENEFITS OF SONY VIDEO SECURITY SOLUTIONS

Key Sony Features and Benefits

Key Sony Technologies, Features and Benefits

- HD
- View DR
- XDNR
- Dual Streaming and Dual Encoding
- Supported Resolutions
- DEPA and DEPA Advance
- Intelligent Motion and Intelligent Object Detection
- Voice Alerts and Bi-Directional Audio
- ONVIF

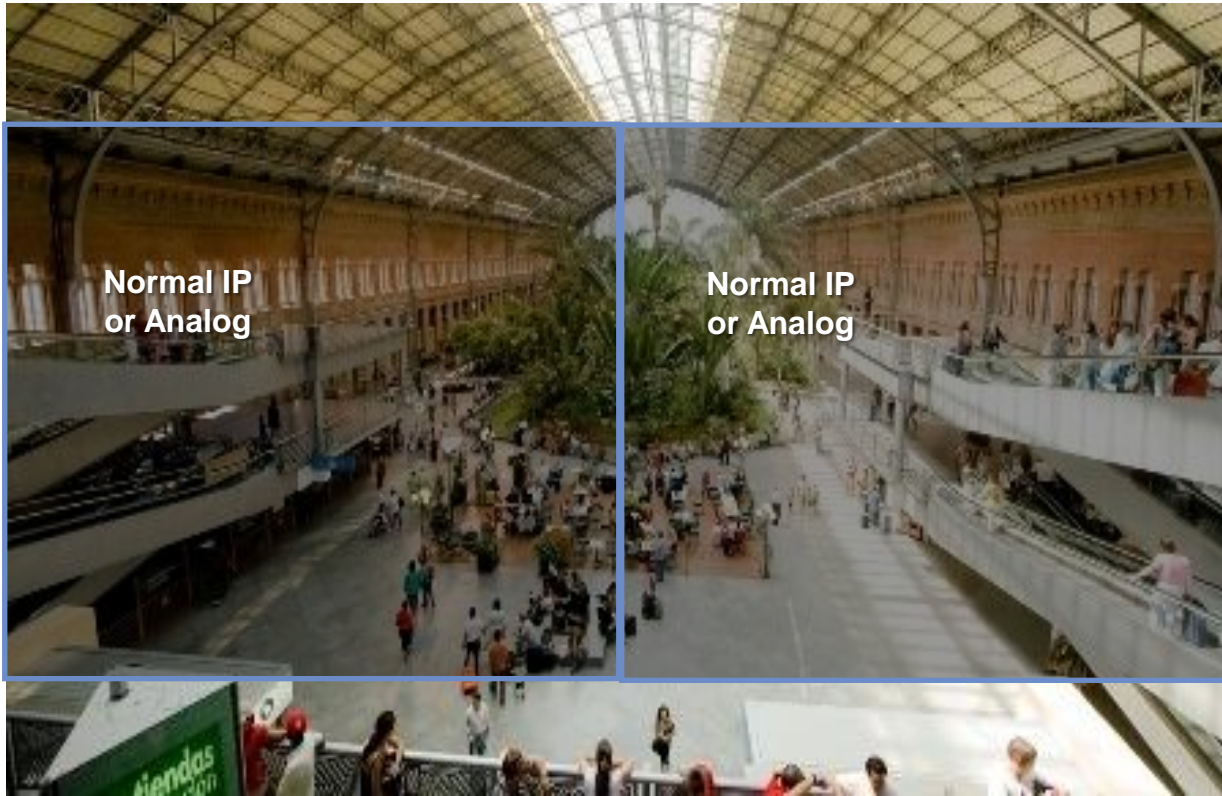


← SD 4:3 Aspect ratio →

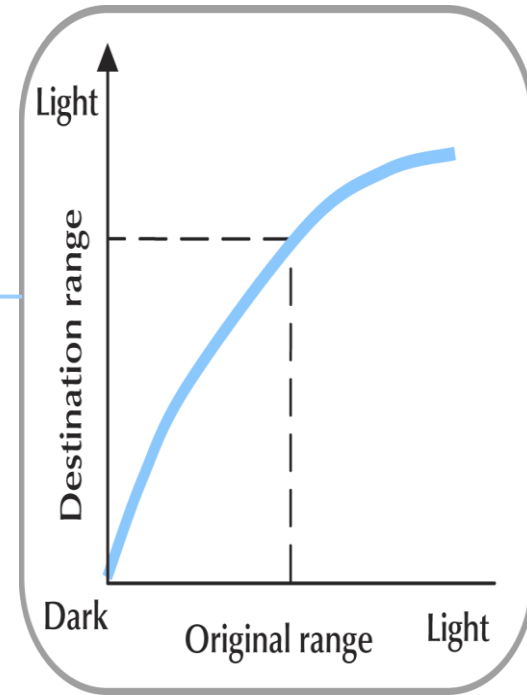
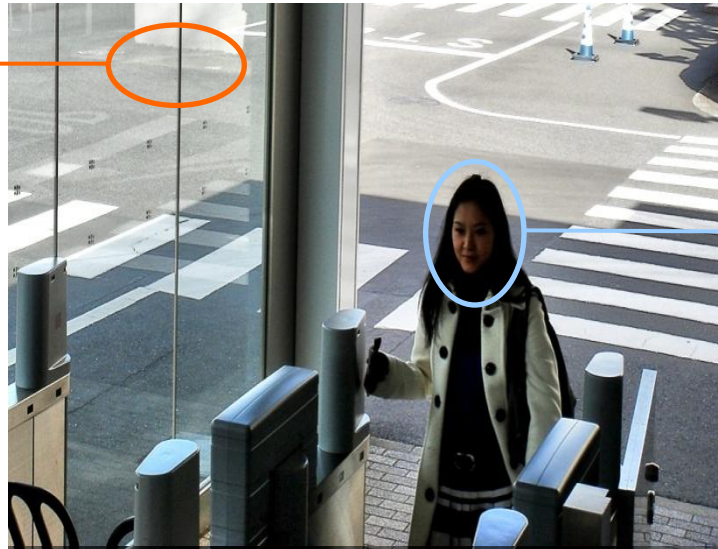
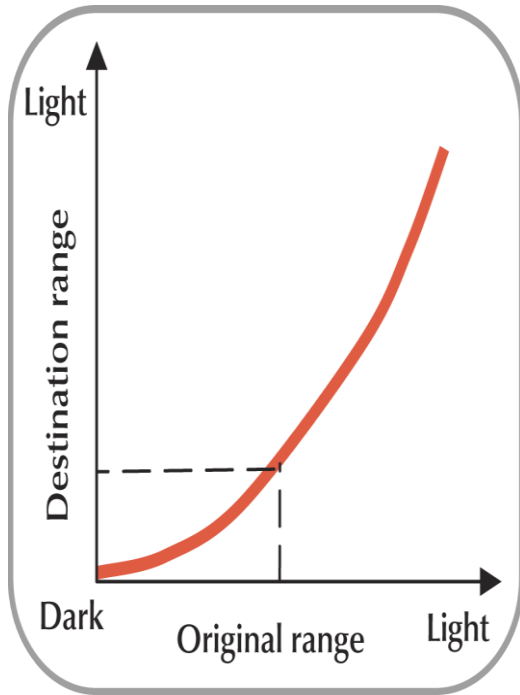
← HD 16:9 Aspect ratio →

HD - Megapixel picture quality

Reduced camera numbers



Visibility Enhancer

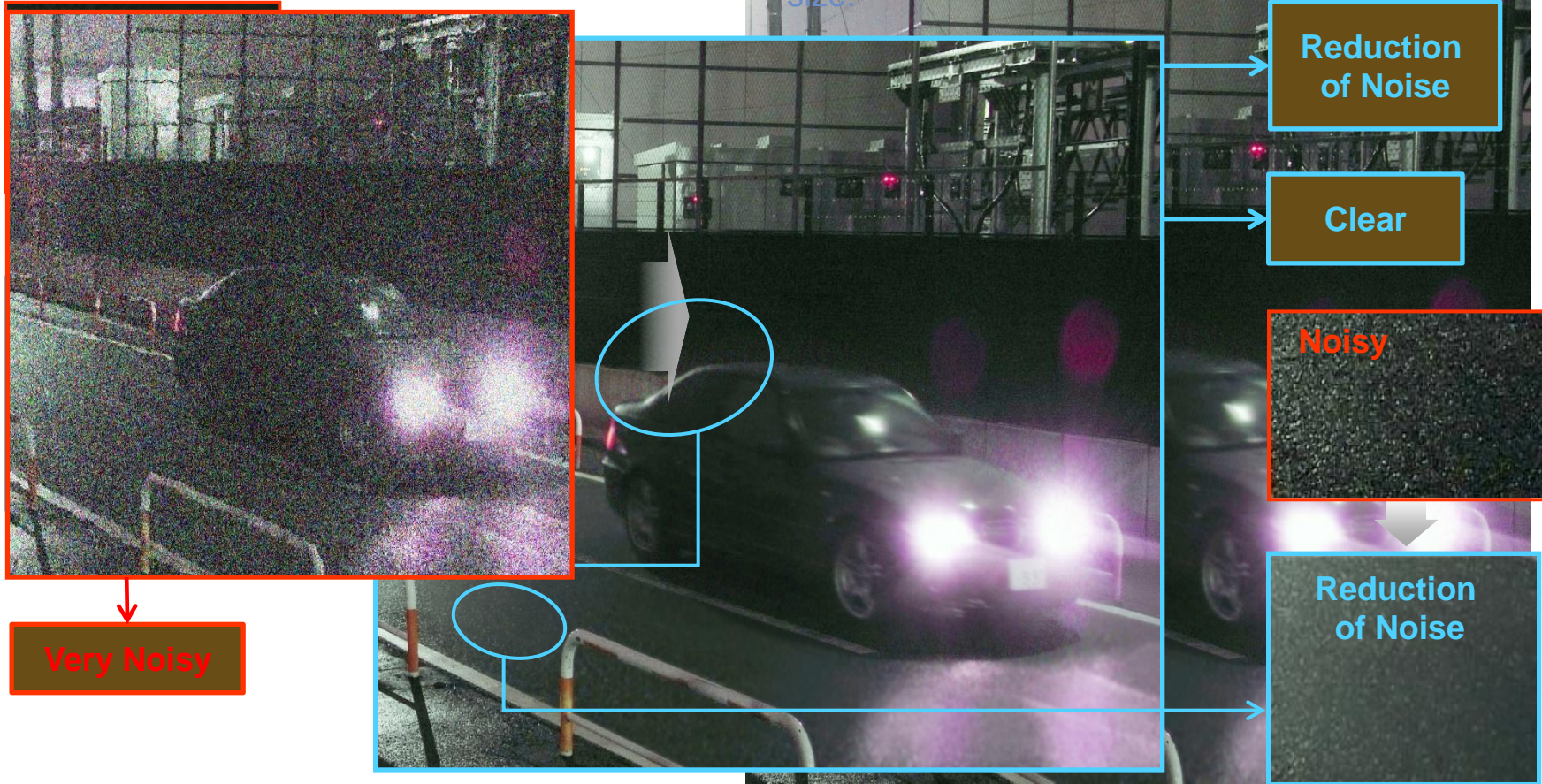


**Dynamically Optimizes Brightness
by remapping, pixel by pixel, frame by frame**

XDNR (eXcellent Dynamic Noise Reduction)

Original

Reduces AGC noise and Image data size



SONY
make.believe



SONY PROFESSIONAL

SONY

SONY
make.believe



SONY PROFESSIONAL

SONY

SONY
make.believe



SONY PROFESSIONAL

SONY

SONY
make.believe



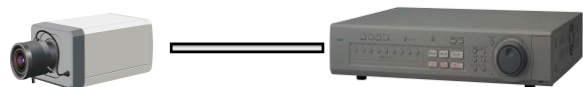
SONY PROFESSIONAL

SONY

Sony Encoder Performance

Analog Camera Output

SNT-EX/EP Encoder Output



Analog Camera

Recorder

Visibility Enhancer & XDNR

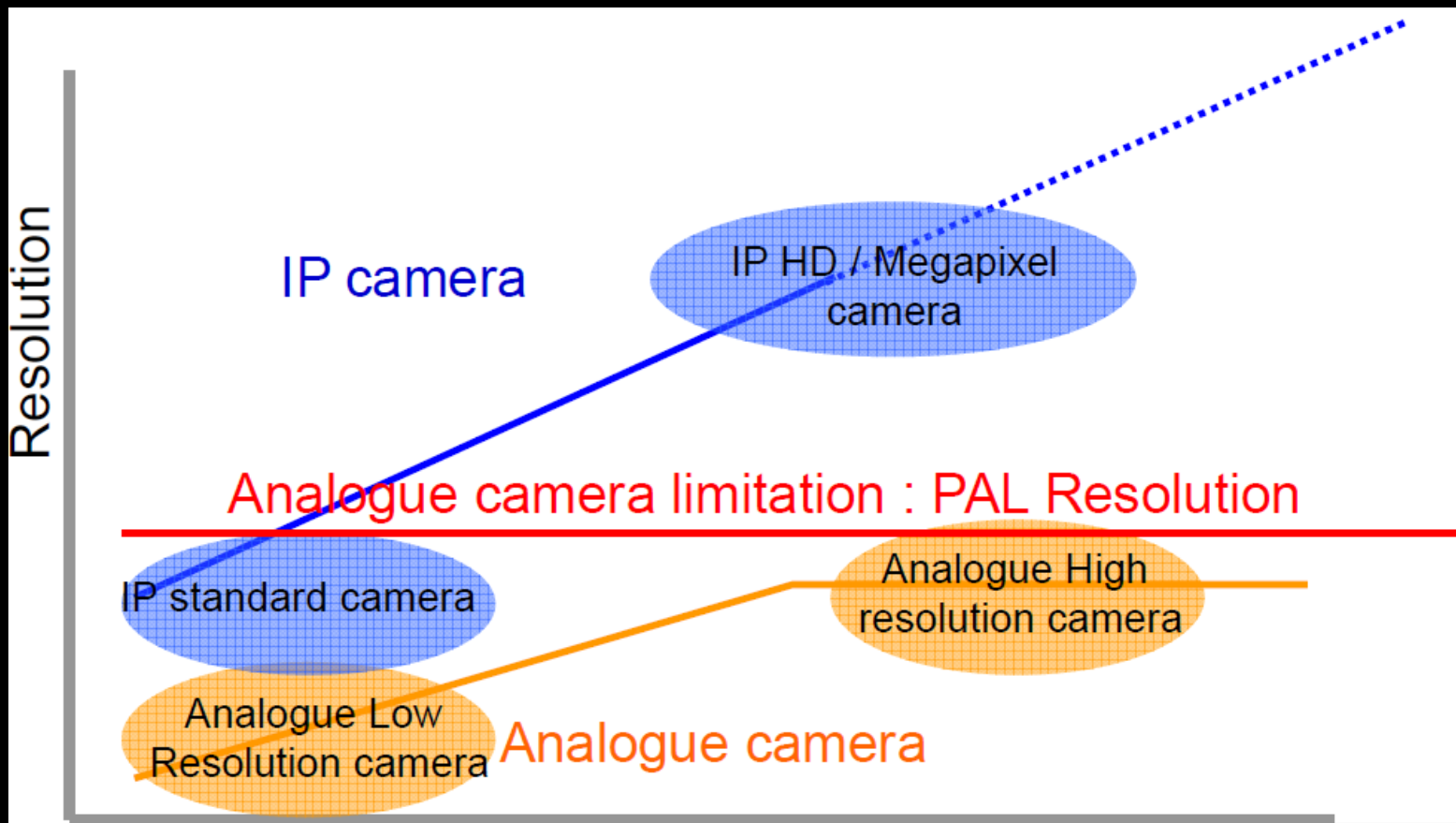


Analog Camera

SNT-EX/EP Series

Recorder

HD Vs SD Resolution



ONVIF

Stands for Open Network Video Interface Forum

This is a new open standard being adopted by the CCTV industry. Sony is one of the three original founders and is involved on the steering committee. Responsible for this initiative in moving to supporting interoperability from one manufacturer to another.

Many of our new cameras and encoders support this

More details available at
<http://www.onvif.org/>



END