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SONY DEMONSTRATES UNITIZED OUTDOOR CAMERA SERIES AT ASIS 2012

PTZ Camera Kits Save installation time, Costs

PHILADELPHIA (ASIS 2012 Booth #2000) Sept. 10, 2012 – Sony Electronics is demonstrating its recently introduced unitized series of outdoor pan/tilt/zoom (PTZ) dome cameras, including the new SNC-ER585 outdoor rapid dome camera, at the 58th annual ASIS International show in Philadelphia, PA.

The unitized series combines PTZ cameras pre-wired and pre-installed inside an enclosure. The lineup, comprised of several core models, the EP/ER520 series, EP/ER550 series, EP/ER580 series and most recently the ER585, delivers a wide range of capabilities from economical standard definition (VGA) models to full HD (1080/30P) capabilities. These cameras expand the existing unitized camera lineup including the HD resolution RH164 as well as the SD resolution RS86N and RS84N.

The SNC-ER585 is designed for operating in a wide temperature range, from –40c to +60c. This camera also has the industry’s first 30x optical zoom in this design providing full HD resolution. The combination of extreme magnification capabilities combined with full HD resolution makes it capable of capturing extraordinary detail.

“The unitized series is Sony’s response to customer feedback indicating the need for turnkey dome solutions,” said Mark Collett, General Manager, Sony Security Systems Division. “These cameras save integrators a lot of effort by reducing the steps necessary to assemble housings before installation. Having a complete camera solution speeds deployment, which can translate into reducing disruption to end users during installations.”

Collett added that the new ER585 models, too, address a vital need in the market for a high-featured, high-value rapid dome. It is designed to become a mainstay at airports, railways and other transportation hubs as well as key for city surveillance and traffic monitoring.

Six Unitized Cameras from SD to Full HD

The unitized line consists of three basic models with many shared features including:

- IP66 rating for outdoor use
- Dual stream H.264/MPEG-4/JPEG 30 fps @ full resolution Day/Night function
- DynaView™ Wide dynamic range enhancement technology
- SD/SDHC memory card slot (excluding RH and RS series).
- DEPA™ analytics capability
- Intelligent motion detection
- Two-way audio
- ONVIF compliant



The EP/ER 520 cameras have a powerful 36x optical zoom. The EP/ER550 models deliver HD resolution (720/60P) and have 28x optical zoom lenses. The flagship EP/ER580 units are capable of full HD (1080/30P) resolution and come equipped with 20x optical zoom lenses. The rapid dome (ER) models have 360-degree endless rotation; The PTZ (EP) models have a 340-degree pan range. All are available in either 24V AC or Power Over Ethernet (HPoE) versions.

SNC-ER585 – Fully Featured, Extraordinary Value

The SNC-ER585 offers an exceptional value while retaining many high-end features. The camera’s ability to operate in a wide range of climates, along with a 30x optical zoom make this an important addition to the unitized lineup. The 360-degree endless rotation combined with 210 degree tilt angle provides a great range of vision. The 1/2.8-type Exmor CMOS sensor is a proven performer delivering full HD at 30 fps. Image quality is excellent even with extreme backlighting with DynaView dynamic range expansion technology. Image stabilization, too, keeps images sharp even when zooming in at 30x. Minimum illumination is 1.7 lux (target).

Availability:

The SNC-ER585 is planned to be available in early Q1, 2013 with pricing to be announced then. The other models are currently available.

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