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SONY EXPANDS IPELA ENGINE EX FAMILY WITH NEW ENTRY- AND MID- LEVEL MODELS

New E Series IP Cameras are Powerful, Reliable Tools for Video Surveillance in Retail, Education & Banking Applications

LAS VEGAS (ISC WEST Booth #22029) April 10, 2013 – Sony Electronics is expanding its IPELA ENGINE EX family with the new E series IP cameras available in both HD and Full HD resolution.

The new series brings the proven benefits of IPELA ENGINE technology – image quality, dynamic range, low light performance, and image stabilization – to a range of entry-to-mid-level applications including retail, education and banking. In addition, two new EX V series cameras expand the mid-level and high end models.

Each member of the IPELA ENGINE EX E series incorporates improvements in core camera functionality to provide optimal images even in the most challenging security scenarios. The latest advances in View-DR dynamic range enhancing technology deliver detail even when imaging brightly backlit figures. Noise reduction is significantly enhanced and low light sensitivity is tremendously improved to more than twice that of Sony's previous pace-setting cameras. Together, these enable high performance for both day and night applications. This surpasses cameras built with technologies that can only perform in either day or night use. All new models also incorporate image stabilization to reduce camera shake caused by wind and vibrations in mounting platforms. Camera shake blurs images, washing out details. This new feature compensates for it so that EX E series cameras deliver imaging excellence despite such adverse conditions.

The 10 new cameras in the EX E Series offer a comprehensive line-up of fixed, minidome, vandal-proof minidome and outdoor, ruggedized minidome models. These are designed to be used for everyday video surveillance needs. Each IP camera delivers high performance, unprecedented flexibility and cost-efficiency.

“The E series is an important expansion to the IPELA ENGINE EX lineup, making the new platform's extraordinary image quality and capabilities available to a broader base of customers,” said Mark Collett, General Manager, Sony Security Systems Division. “Like all IPELA ENGINE cameras, the EX E series incorporates fundamental advances in dynamic range, low light sensitivity and low noise performance. It's a perfect choice for entry-to-mid level customers looking to break new ground in a highly competitive marketplace.”

10 Cameras offer Tools for any Installation

The IPELA ENGINE EX E series includes 10 cameras: 4 fixed, 2 minidome, 2 vandal-proof minidome and 2 outdoor, ruggedized minidome models:

- SNC-EB600, SNC-EB600B, SNC-EB630 and SNC-EB630B Fixed-angle;
- SNC-EM600 and SNC-EM630 minidomes;
- SNC-EM601 and SNC-EM631 vandal-proof minidomes;
- SNC-EM602 and SNC-EM632 outdoor, ruggedized minidomes;

Also, the two additions to the EX V series are the outdoor, ruggedized SNC-VM602 and SNC-VM632.

Pricing & Availability

Sony's new IPELA ENGINE EX E series and two new EX V series IP cameras are scheduled to start launching from Summer 2013. Suggested list pricing will be announced as the cameras are introduced.

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