



## FOR IMMEDIATE RELEASE

### SONY TO PRODUCE SECURITY EQUIPMENT TO COMPLY WITH TRADE AGREEMENTS ACT

*Select Cameras, Accessories will be Eligible under GSA Contract*

**Las Vegas (ISC WEST, Sony Booth # 22025) March 28, 2012** – To meet the needs of the burgeoning U.S. government marketplace, Sony Electronics is dedicating special manufacturing facilities in Japan to manufacture surveillance cameras and accessories for GSA contract customers. These “Made in Japan” models will be listed as trade compliant products in accordance with the Trade Agreements Act under FAR Clause 52.225-5.

“Sony is demonstrating its commitment to the U.S. Government market by fashioning a lineup of cameras and ancillary equipment manufactured specifically for it,” said Mark Collett, General Manager, Sony Electronics’ Security Systems Division. “With this, government installations that want the finest in security imaging will now be able to purchase it through various GSA contracts.”

Collett added that the initial lineup of trade compliant products will focus on the most critical needs of the U.S. Government market. Future model additions will follow with an aim of providing a comprehensive lineup tailored to the specific needs of these customers.

For integrators, the availability of trade compliant products from Sony creates opportunity.

“With this announcement, Sony opens an important door in the Federal marketplace,” said Jeff Zukerman, Executive Vice President of Vector Resources, Inc. “From our vantage point, it’s a win-win. As a GSA-approved service provider, we can now offer our federal customers the same high-quality, premium Sony camera line that we recommend in our commercial installations.”

Zukerman added that this applies to government sales across-the-board including the SLED (State, Local & Education) market.

“Looking beyond the Federal implications, state and local agencies can - and often do - use the Federal GSA schedule as a vehicle to procure their goods and services,” Mr. Zukerman said. “For example, the California Multiple Awards Schedule (CMAS) builds its procurement contracts off the GSA schedule. Therefore, we expect to begin seeing demand for these products at the local level, too.”



At present, the initial lineup of cameras and equipment is being determined in response to in-depth conversations with existing and potential customers. The products are planned to be available in early Q2 2012.

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