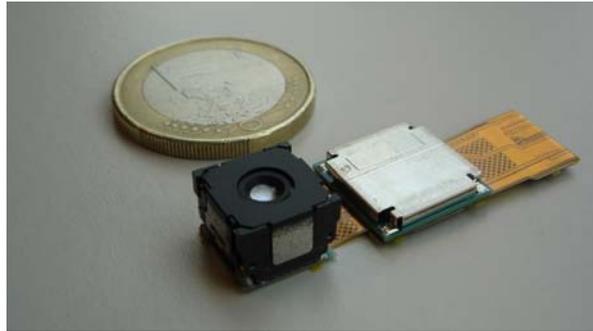


# SONY

Press Release

Weybridge, 12 May 2009

Sony announce coin sized HD camera for security & industrial markets



A high definition, 8.3 megapixel camera module the size of a €1 coin has been developed by Sony Europe's Image Sensing Solutions Division (ISS), the latest addition to the range of MCB modules now available for industrial applications.

The 9.5x7.1mm camera module, entitled MCB1172, is the smallest camera capable of delivering 720p HD quality, high frame rate pictures available, particularly attractive to the security market.

The camera module delivers 30 frames per second (fps) at 720p resolution and its features include movie stabilisation, face detection, autofocus and motion autofocus. The MCB1172-P also comes with a high sensitivity mode and a smooth slow movie function, delivering 120fps, idea for security applications.

For inspection, biometry or medical applications, which need higher resolution, the modules can provide up to 8 megapixel still images with related features including a 16x digital zoom, image stabiliser, short interval shooting capabilities, an action capture mode and backlight offset.

The 1/3.2" type camera module consists of a lens, a feature-rich DSP and high quality Sony CMOS sensor. The progressive scan CMOS sensor delivers video support with YCbCr video or JPEG still image output.

like.no.other™

The device will be pitched at OEM's and integrators of equipment where high quality video or high resolution is required in a compact design.

The devices are available for mass production. For more information and datasheet with technical specifications please contact [zone@eu.sony.com](mailto:zone@eu.sony.com), or visit our stand at IFSEC 2009 (Stand I7 Hall 4).

## ENDS

### **For further editorial information, please contact:**

Rob Ashwell, Publitek

Tel. +44 (0) 1225 470000 / fax +44 (0) 1225 470047 / email: [rob.ashwell@publitek.com](mailto:rob.ashwell@publitek.com)

### **For further product and sales information, please contact :**

Matthew Swinney, Senior product marketing manager, Sony Corporate Communications Europe

Tel. +44 (0) 1932 817406 / fax +44 (0) 1932 817314 / email: [matthew.swinney@eu.sony.com](mailto:matthew.swinney@eu.sony.com)

### **About Sony:**

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to be one of the world's leading digital entertainment brands. Sony recorded consolidated global annual sales of EUR 55.44 billion (yen 8,871 billion) for the fiscal year ended March 31, 2008, based on an average market exchange rate for the same period of yen 160.0 to the EUR. It employs approximately 180,500 people worldwide.

In Europe, the Sony Group recorded consolidated annual sales of EUR 12.73 billion (yen 2,328 billion) for the fiscal year ended March 31, 2008. Sony Europe, headquartered at the Sony Center am Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 9.55 billion for the same period.

### **About Sony Image Sensing Solutions division:**

Sony Europe's Image Sensing Solutions division has an in-depth range of component cameras and image sensing products. Industry leading products include colour and monochrome CCD video cameras for analogue and digital (IEEE 1394 and CameraLink) vision systems, which satisfy numerous market sectors and applications, including manufacturing (industrial vision solutions), security/monitoring, webcasting, videoconferencing, scientific and medical markets.

This division is based in the UK and France and continues to be supported by over 25 years of technologically-advanced design and development, delivered today in world-class products.

For further information please visit [www.sonybiz.net/vision](http://www.sonybiz.net/vision)

like.no.other™