



Press release

October 20th 2009

New SxS-1 Memory Card Expands Opportunities

in Professional Video Recording

Since its launch in 2007, SxS memory card for XDCAM EX camcorders has changed the way professional HD video is captured and edited. Now Sony is enhancing the format with the launch of new series, SxS-1 memory card to give professional videographers even more recording flexibility.

The SxS-1 (SBS-32G1) is fully compliant with the ExpressCard™ industry standard and features high capacity and super fast data transfer speed. Videographers can store up to 32GB of footage – enough for up to 100 minutes of full HD 1920 x 1080 video at 35 Mbps or 140 minutes of 1440 x 1080 video at 25 Mbps.* Large data files such as high definition video can be transferred at up to 800 Mbps* - for efficient non-linear video editing. It's also extremely compact and reliable to ensure faultless on-location performance in the harshest of environments. (*The speed is measured on XDCAM EX camcorder)

With its affordable price point, SxS-1 opens up exciting new opportunities in mainstream filming and demonstrates the commitment of Sony to support

XDCAM EX with practical media solutions. Perfect for videographers looking to capture and edit in high definition at an affordable price.

Users can check the card life* on their PMW-EX1R and PMW-350 camcorders and even see an alarm when the data rewriting limit is reached. (*The new card is also long lasting with an approximately 5 year estimated life when recording at full capacity once per day.)

The SxS-1 will be priced below 450€ and will be available from December 2009. It will be fully compatible with the PMW-EX1R (launched December 2009) and PMW-350 camcorders. Existing XDCAM EX models (PMW-EX1, PMW-EX3, PMW-EX30 and PMW-10MD) are also compatible following a firmware upgrade, available early 2010.

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SBS-32G1 32GB SxS -1 Memory Card Specification

Interface	ExpressCard/34 PCI Express
Transfer speed	800Mbps (100MB/s)*
Operating voltage	DC 3.3 V \pm 10%、DC 1.5 V \pm 10%
Power consumption	TYP. Approx.1.2 W, MAX. Approx.1.6 W
Capacity	32GB
User capacity	Approx. 29.5 GB
Operating temperature	-25°C to 65°C
Operating relative humidity	to 95 % (non-condensing)
Storing temperature	-40°C to 85°C
Storing humidity	to 95 % (non-condensing)
Weight	Approx.27g
Dimensions (W x H x D)	Approx.34 x 5 x 75 mm (excluding the projecting parts)
Durability/ Reliability	Shock resistance 1,500G
(At Sony internal test)	Vibration-proof 15G Insertion/removable durability 30,000 times Shock absorption 150cm

***This data is read speed measured with a benchmark software. Actual transfer speed varies upon the measurement conditions.**


About Sony:

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. 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.

Sony Professional Hard disk is one of many product ranges handled by **Sony Professional Media Europe (MPE)**.

Sony MPE is the division responsible for professional media, with decades of technical expertise and product innovation. The wide range of media includes tapes, Hard Disk Units, Dual Layer Professional Disc, PCI Express SxS PRO cards with a variety of recording times.

For more information, please visit: www.sonybiz.net/promedia



Environmental Info

Sony is engaged in a constant review of its manufacturing, operational and business practices to ensure that its products are developed in an environmentally responsible way.