NAB 2022 Exhibit Area Highlights

| Exhibit Area	Category	Featured Product / Solution	Points
Cloud · AI	Camera to Cloud Connection	C3 Portal	Camera Connection Gateway Service using with Smart phone for easy connection and 5G mobile network.
	Remotely Collaboration	Ci Media Cloud	Ci Media Cloud is more than just for sharing and collaboration, introducing new Ci Mobile app, Apple TV app and EDL based workflow and more for greater efficiency and productivity.
	Workflow Orchestration	Media Solution Toolkit	Introduction of the new IMS service with key features like live ingest, multi camera clipping & highlights generation, and automatic/manual logging,
	Media Analytics	Media Analytics Portal	Enhancement of diverse AI engines for sports contents, live and file speech-to-text, and Valossa as new 3rd party integration.
	Cloud Live Production System	R&D: Cloud Live Production	Cloud Native Multi-point to Multi-point Live Production
		R&D 5G Transmitter Box	High Quality / Low Latency 5G & Cloud Live Production
Networked Live Solution	Networked Live Solution	Networked Live Production	Introduction of Networked Live workflow On Prem-Cloud hybrid live production
	Management & Orchestration	Video IPath , LEO	Evolution of orchestration layer VideoIPath with BC product announcement, and LEO advanced monitoring
	Media Transport	R&D : Contribution Technology	Evolution of media transport with the new contribution technology High Picture Quality / Low bitrate / Low Latency
	Replay	Hawkeye Replay Solution	Remote operation and data integration. HFR capability with HDC-3500 1080p 4x
Camera Set / Imaging Solutions	Live Cameras	HDC-F5500, HDC-5500, HDC-3500, HDC-3200, HXC-FB80 HDC-P31/P50, HDLA-3505/3501	Brand new cameras : HDC-F5500 and HDC-3200 New Large Lens Adaptor : HDLA-3505/3501
	Camcorder	PXW-Z280, PXW-Z750	PXW-Z750 v3.1 will be released in July 2022.
	Cinema cameras	VENICE 2, VENICE	Venice 2 has lots of updates based on VENICE users' voices.
	Switcher	XVS-G1, ELC	v1.2 new feature demonstration, available in summer
Professional Audio	Microphone	UWP-D Series (URX-P41D, UWP-D27), DWX Series, Shotgun series	URX-P41D and UWP-D27 are successor of current URX-P03D 2-channel portable receiver.
Professional Monitors	Monitors	PVM-X Series, BVM-HX310, BVM-E, LMD Series	V4 Firmware for PVM-X will be released in Summer.
LED Walls	LED Video Walls	Crystal LED (4K CLED)	large-scale Micro LED displays and video walls create extraordinary visual experiences of any size and scale.
Professional Display	Display	Bravia for professional display	Every BRAVIA Professional Display is designed to help you do better business.
Spatial Reality Display		ELF-SR1	ELF-SR1 delivers a bright, clear 3D image to each one.

Nevion Solutions Update

Products promotions @ NAB
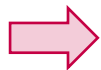
VideoIPath
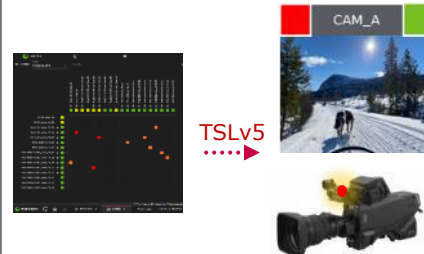
Virtuoso

New with initial Broadcast Controller release
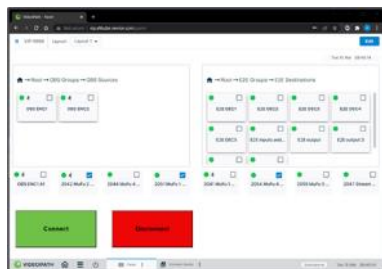
Widget based panel App
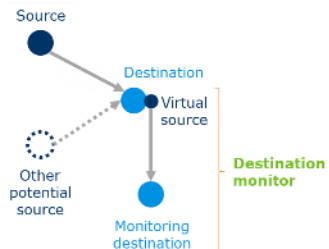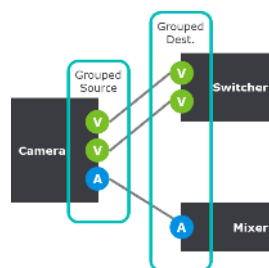

Sony Panel support

TSLv5
Tally and UMD

Alias name 1: Camera Venue overview
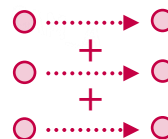Alias name 2: CAM_A
Alias name 3: John
Alias name 4: Sony HDCXY1234
Alias / Mnemonics

Destination monitor

End-point grouping

Salvo/ preset

IP50Y/
IP51Y
XVS
switchers
Sony device support

A unique solution for IP networks

Leveraging Sony's broadcast control knowhow and experience

Network orchestration with broadcast control functionality

VideoIPath

Customer choice

Network orchestrator only

Broadcast controller only

Combined broadcast controller and Network orchestrator

Supported by a **new VideoIPath business model**

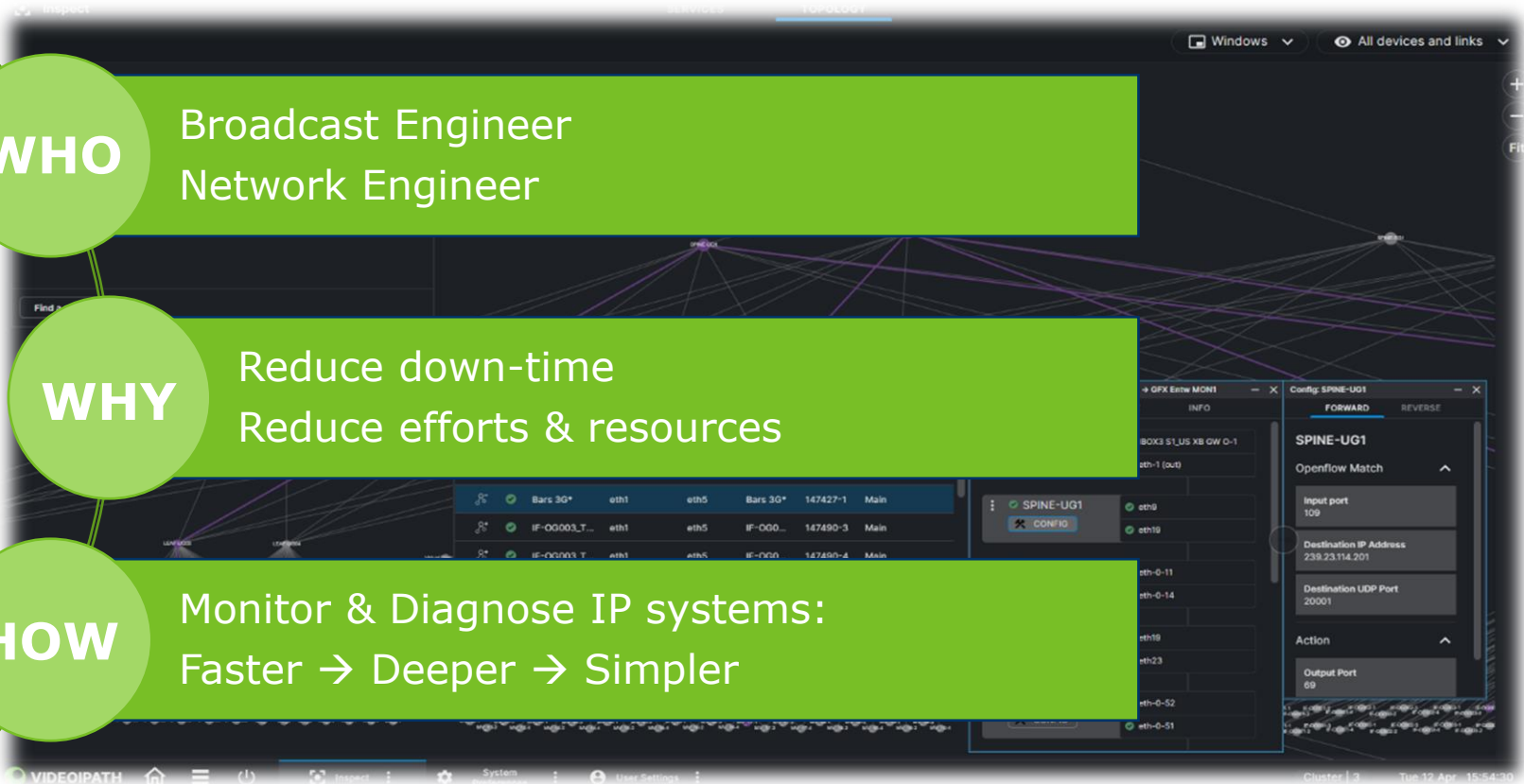# VideoIPath – **New** Inspect Application

WHO
Broadcast Engineer
Network Engineer

WHY
Reduce down-time
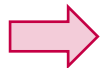Reduce efforts & resources

HOW
Monitor & Diagnose IP systems:
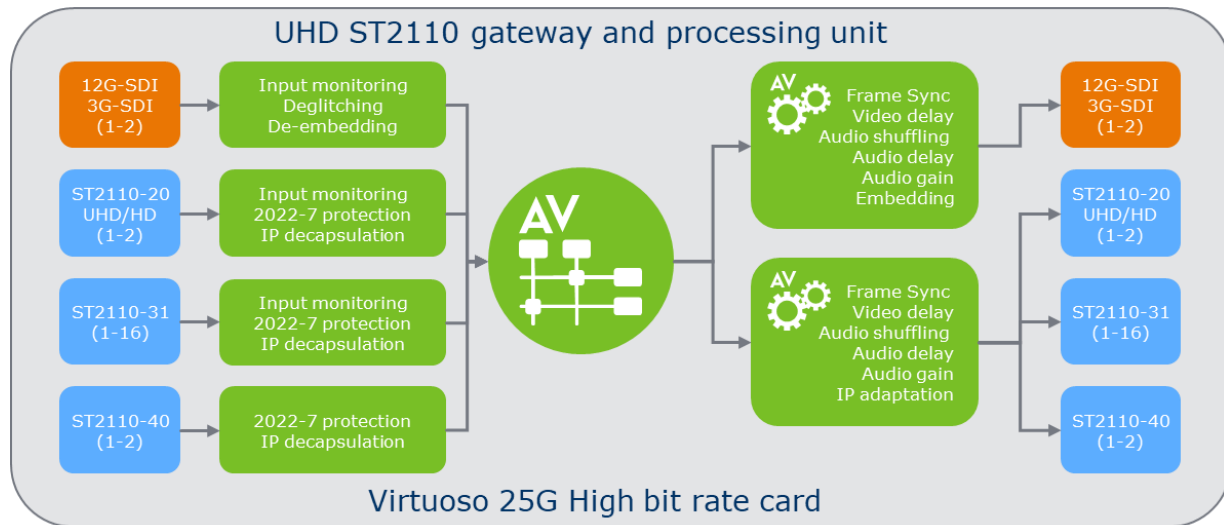Faster → Deeper → Simpler

Products promotions @ NAB

VideoIPath

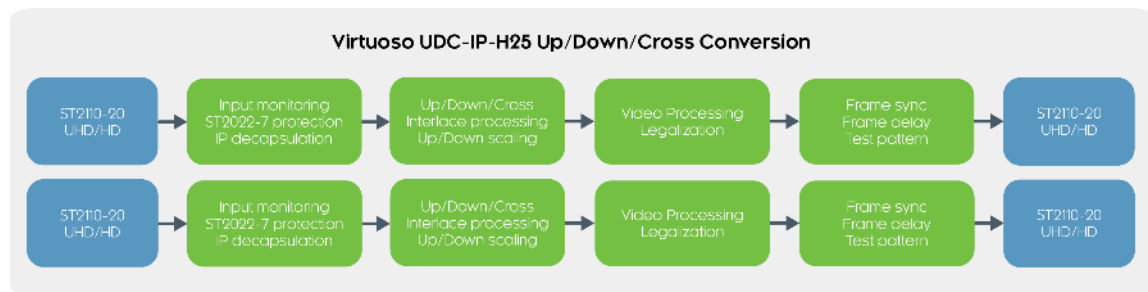Virtuoso

UHD/HD 2110 Gateway Media Function (HBR25)

16 UHD inputs + 16 UHD outputs in 1RU

Up/Down/Cross UHD/HD Media Function (HBR25)
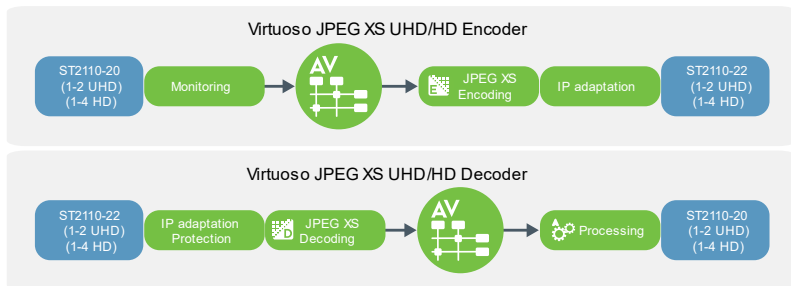

Virtuoso UDC-IP-H25 Up/Down/Cross Conversion

- ✓ HD to HD conversion
- ✓ HD to UHD up-conversion
- ✓ UHD to HD down-conversion
- ✓ High quality de-interlacing
- ✓ Frame Sync
- ✓ Video sample legalizer
- ✓ Thumbnails of inputs and outputs

16 UHD Up/Down/Cross in 1RU

JPEG XS UHD/HD Media Functions (HBR10/HBR25)

IP <-> IP solution (HBR25)

SDI <-> IP solution (HBR10)

16x UHD channels or
32x 3G/HD channels in **1RU**
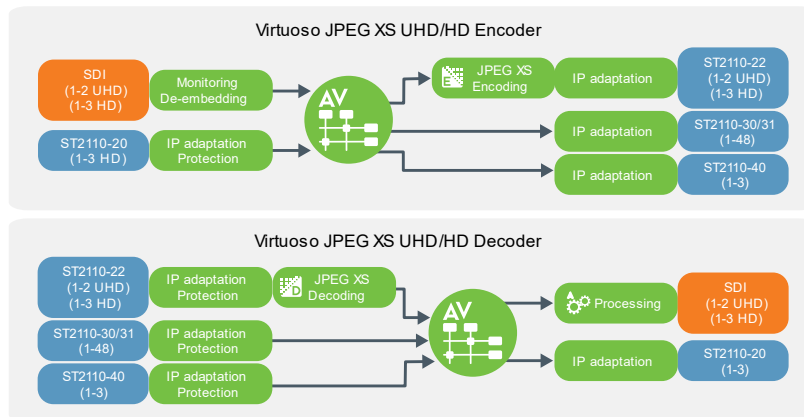
16x UHD channels or
24x 3G/HD channels in **1RU**

Solution Blueprints @NAB (and beyond)

Virtuoso for SDI/optical applications (Flashlink replacement)

Modular router replacement

Master Control Room renewals

Cloud Solutions

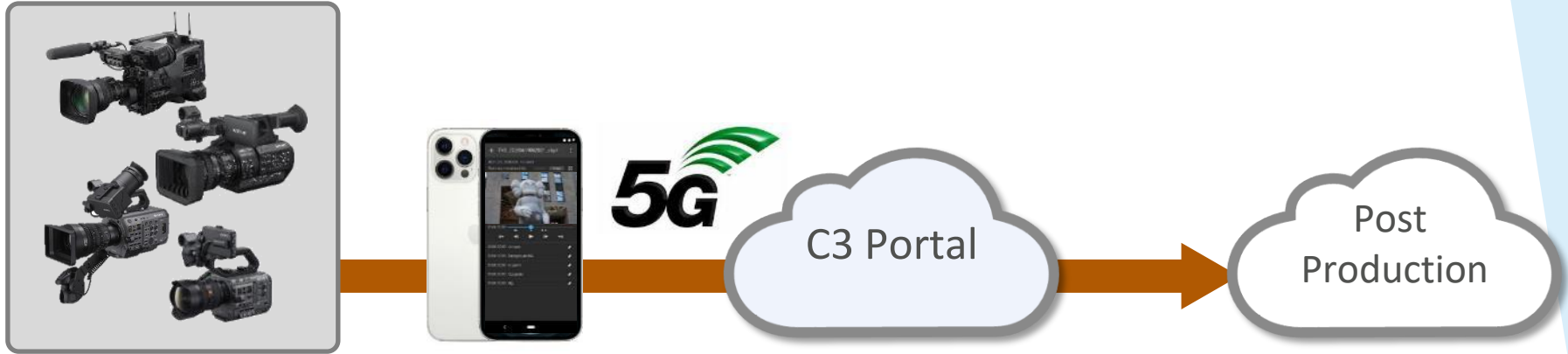**SONY**

C3 = camera, connect, cloud
C3 Portal : The Camera Connection Gateway Service through subscription model

| Sony`s Cameras | Mobile App | Cloud Service | Other Cloud Services |

C3 Portal

Post Production

- Simple connection of Sony cameras by mobile app via QR code scanning
- Fast content delivery to PAM/MAM
- Unique metadata and proxy workflow
- Time and cost saving

SONY

C3 Portal : Time and Cost saving

- No need to lose time in traffic
- No need to lose time for ingest for on-line news publishing
- Time saving thanks to metadata from field
- Remote camera control allowing a single operator to oversee multiple cameras
- Camera setup from cloud to safe time and cost
- Camera can stream although it is not the main role
- Mobile phone with XPT app can be used as camera (file / stream)

- Customer quote:

"C3Portal helps us to enrich our lunch bulletin. Camera crew do not need to go back to ingest the material. Instead, they can shoot more stories. We are much quicker in publishing to Social Media".

SONY

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ProAudio

Pro Audio

- **UWP-D Series**
  - NEW URX-P41D Dual channel receiver
  - Alongside FX6 and Z280 Camcorders with SMAD-P5 Mi Shoe
  - Individual transmitter components on display

- **DWX Series**
  - Installation: DWR-R03D rack plus transmitter options – including Wireless Studio software display
  - ENG: DWR-S03D alongside Shoulder Cam (X400)
  - **Location Sound: DWR-S03D compatibility with SoundDevices**

SONY

Key Highlights – UWP-D

- Introduction of the **NEW UWP-D Dual Channel Receiver**
  - URX-P41D Receiver (successor model of the URX-P03D)
  - UWP-D27 Kit – a new kit including 1 x URX-P41D and 2 x UTX-B40 belt pack

  Key Golden Bullets
  - Digital Audio Processing using the SMAD-P5 Mi Shoe for improved sound quality
  - NFC Sync for RX and TX pairing
  - Auto Gain Mode to help control audio levels in difficult shooting scenarios
  - Output level control when using analog output (particularly useful for ILC)

- Particularly important to remember:
  - Sony UWP-D is **the best audio option** for your Sony camcorder or Sony Alpha using Mi Shoe technology
  - No cables and unique power unification!

- Check out the latest UWP-D info here
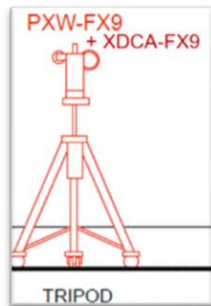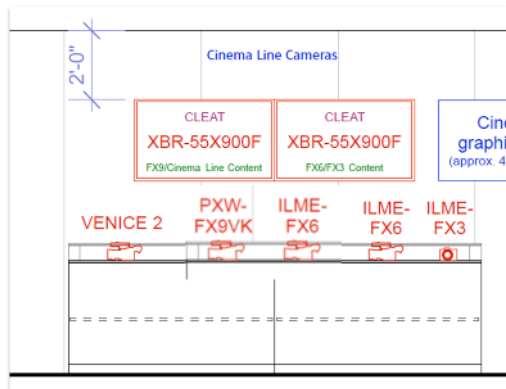 - www.pro.sony/uwpd

ni Multi Interface Shoe

SONY

Imaging Solutions

Cinema Line

VENICE 2

- 8K VENICE model displayed

```
8.6K Full-Frame
8.6K  3:2           30 FPS
8.2K  17:9/16:9     60 FPS
5.8K  6:5           48 FPS
5.8K  17:9/16:9     90 FPS
```

FX9 V3.0

- S700 Protocol over Ethernet ➡ RCP is compatible
  - ✓ **RCP-3500** is prepared
- **B4 Lens** Support (S16 scanning mode)
  - ✓ **LA-EB1** is prepared
  - ✓ **4K lens** of Canon or Fujinon
- **PL lens** is also available
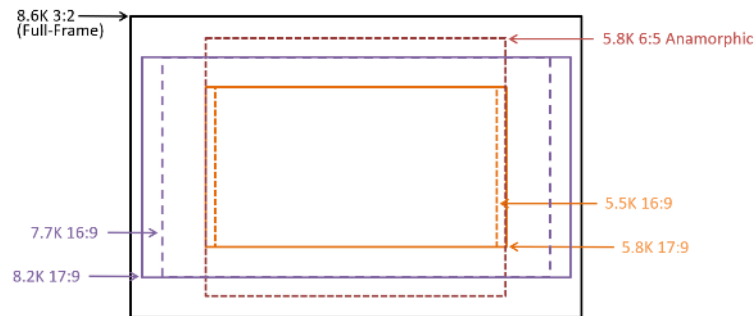 - ✓ Adapter of Chrosziel is prepared

FX6 V2.0

- **Real-time Tracking AF** ➡ Benefit of E-mount Lens
  - ✓ SEL24105G, SELP1635G (New lenses)
- 16-bit RAW output via HDMI

▲ RCP-3500

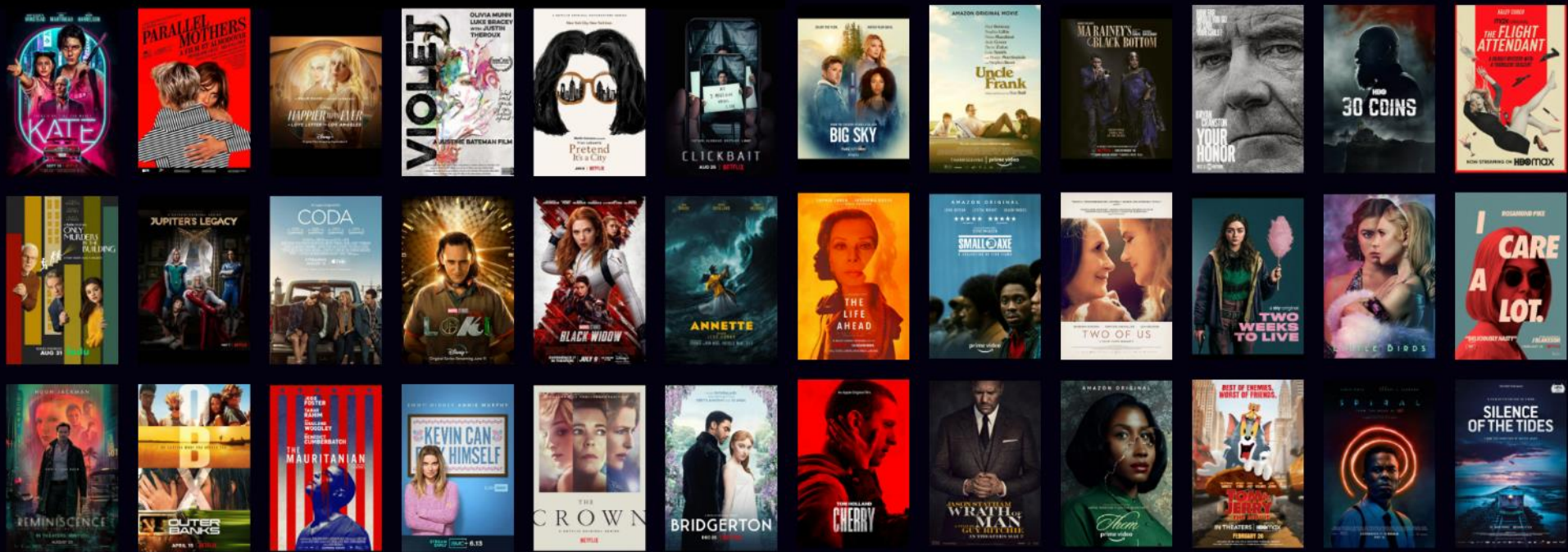▲ E-PL mount adopter of Chrosziel

SONY

Key Highlights VENICE 2

- All new FullFrame 8K Sensor
  - Better highlight Roll-offs
  - Higher Sensitivity
  - Amazing Colour reproduction incl. Skin Tones

- Internal X-OCN / 4K ProRes recording
  - Smaller and lighter body
  - Supporting the 2 main recording formats from CINE industry

- Dual Base of ISO 800 & 3200
  - Better Sensitivity and handling of details in the shaddows

- 16 stops of Dynamic Range
  - 1 stop more versus VENICE 1 in the shaddows will result in more details visible there

- Full Frame & S35 Sensor modes
  - DoPs can use their preferred lens with the same camera

- Same Viewfinder, AXS media and AXS card reader
  - Compatible between VENICE 1 & 2

- Support of new 8K sensor but also existing VENICE 6K sensor

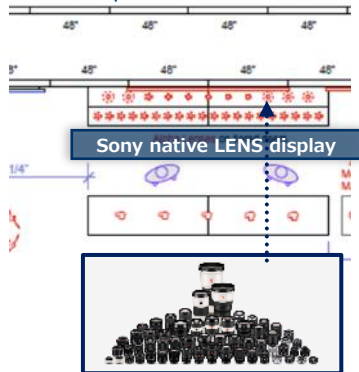8.6K sensor imager modes in v1.0
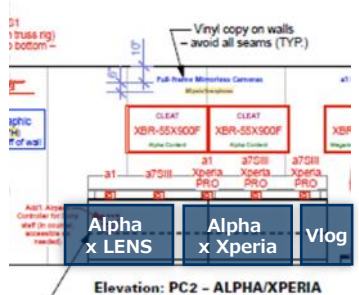

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Recap what was Shot on VENICE

SONY

Alpha/Xperia PRO

<Corner Top View>

Sony native LENS display

<Corner Front View>

Alpha x LENS | Alpha x Xperia | Vlog

Elevation: PC2 – ALPHA/XPERIA

Alpha x LENS

α1 & α7S III
Lightweight solution for Airpeak

α7 IV
Focus breathing compensation DEMO

Alpha x Xperia

α1 & α7S III
External monitor function & **files transfer via 5G**

α7 IV
Show USB (UVC/UAC) & **Live streaming concept**

Lightweight x 8K solution for Airpeak

α1 (ILCE-1)
(Flagship, 8K30p)

SEL40F25G
(Compact G-Lens)

Lightweight x Low Light for Airpeak

α7S III (ILCE-7SM3)
(Low-light 4K120P)

SEL24F28G
(Compact G-Lens)

Focus breathing compensation DEMO

α7 IV (ILCE-7M4)
(Focus breathing comp.)

SEL50F12GM
(50mm F1.2 G Master)

External monitor & files transfer via 5G with Xperia PRO

α1 (ILCE-1)

SEL24F14GM
(Wide Prime)

Xperia PRO

α7S III (ILCE-7SM3)

SELC1635G
(**Cine LENS**)

Xperia PRO

USB (UVC/UAC) & Live Streaming

α7 IV (ILCE-7M4)

SELP28135G
(Power Zoom)

Xperia PRO-I

Vlog

Mobile Vlog style with Grip & monitor

Xperia PRO-I

Vlog monitor
Bluetooth Grip

▲ **Set-up in "Camera rig" and display together**

SONY

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Virtual Production

Virtual Production / CLED B-Series

4K CLED B-Series shown on the booth

Why Virtual Production (VP)

Trend of Virtual Production to capture people and objects together with image on a large LED display

Location Shooting

Shooting in the actual locations.

Green screen shooting

Shooting in a studio with a background colour easy to composite and compose in post-production.

Virtual Production

Real landscapes and 3DCG backgrounds displayed on a LED display. Real people and objects placed in front of Display to be shot in real time.

Free from constraints
- Environment, weather, place and time
- Safe distancing and travel restrictions
- Allowing re-filming as many time as creators want

In-Camera VFX
- Staff and performers can recognise objects in the screen
- LED light reflection on foreground objects

New production workflow
- Reducing travel expense for all crews
- Reducing post-production VFX editing

SONY

SONY

Todays challenges in Virtual Production

Issues:

Sony Solution with CLED B-Series:
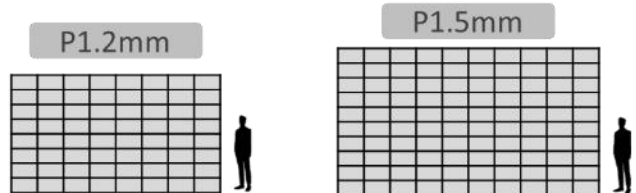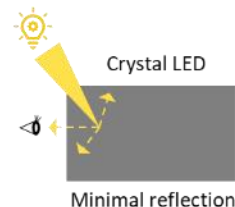
SONY

XVS Family at NAB

XVS Family Overview

ICP-X-Series
Modular Panel

Software
UI's & Panels
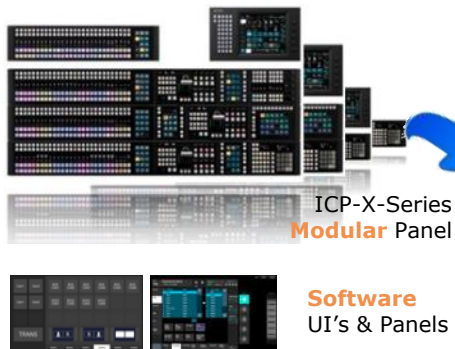
High-End XVS Engines

XVS-9000
FLAGSHIP
Switcher for
Large UHD
productions

XVS-8000
Large Studios /
OB

XVS-7000
Medium /
Large
Studios / OB

XVS-6000
Small/
Medium
Studios / OB

New Compact System

XVS-G1
Small/ Medium
Studio / OB

Compact All in One Panels

System Benefits:
- Scalable XVS engines which fits all kind of productions
- Flexible I/F for all 3G, 12G (SDI) and IP (100G) or hybrid solutions.
- Long term commitment for LP switchers from Japan
- Proven 3rd Party integration for studio-automation
- HDR / SDR & HD / UHD processing with internal conversion

Operational Benefits
- Networkable virtual and hardware control panels for all kind of productions (smart, traditional or remote)
- Reliable operational system (linux)
- Well-known and innovative operational philosophy
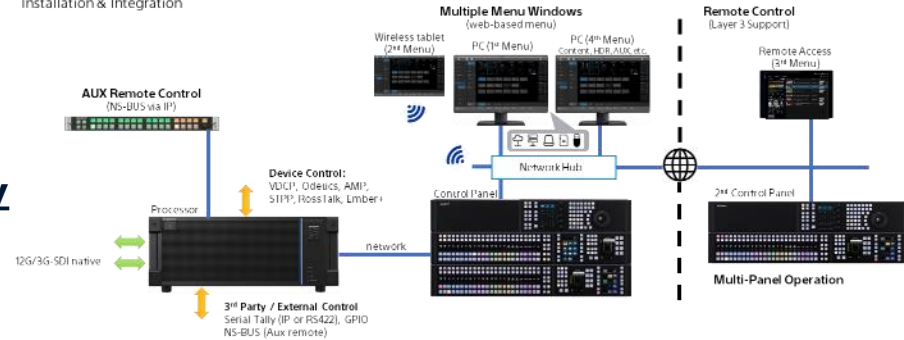
Safe Investment
- Powerful service and support
- Massive operator (freelance) base available to support operations
- Long life support including 7-years spare part availability from (EoL)

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XVS-G1 Top 3 features

HD power base + UHD HDR capability
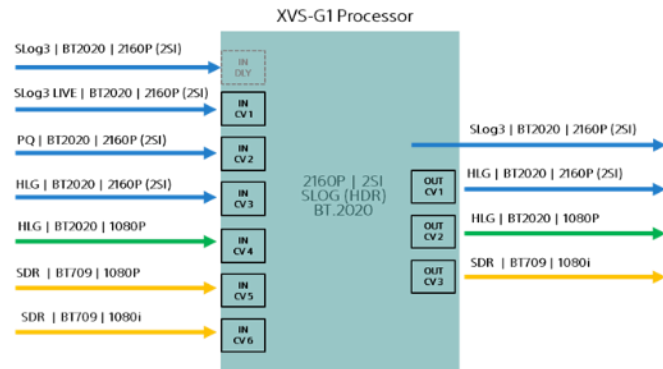
Control System Power

Creative Power

SONY

SONY

Live Production

Camera Lineup Overview

Support various requirement with latest technology & workflow

8K Live Camera
UHC-8300

4K 8x Ultra Motion
HDC-4800

4K S35mm Cinema Live
HDC-F5500

Premium Range
- ✓ Bring premium contents for audience
- ✓ Market leading cutting edge technology
- ✓ Consistent WF of Live Production

Upgradable Side Panel

4K 2x / HD 8x Slo-mo
HDC-5500

4K 1x / HD 4x Slo-mo
HDC-3500

4K 1x / HD 1x
HDC-3200

4K 1x / HD 6x Slo-mo
HDC-P50

New Market Standard for 4K / HDR production
- ✓ New 4K de-fact standard after HDC-4300
- ✓ Global Shutter technology open up new possibility
- ✓ Flexible upgradability / backward compatibility

HD Fiber
HDC-3100

HD Triax
HDC-3170

HD Fiber
HXC-FB80

HD POV
HDC-P31

HD Range
- ✓ Highest sensitivity with Global Shutter technology
- ✓ Support all the latest features of HDC
- ✓ Backward compatibility with previous generation

SONY

1. Expand UHD GlobalShutter Lineup : HDC-F5500

Artistic style shooting with perfect integration for Live Production

HDC-F5500

Value : 1. Simple & fast setup, 2. Consistent Live Workflow, 3. Perfect Live system integration

- ✓ PL mount Shallow Depth of Field with S35mm 4K Global Shutter imager

- ✓ **Quick & Simple set-up** with robust one-piece design. No spaghetti cabling .

- ✓ **Full integration & paint control for** RCP/MSU Live operation

- ✓ Integration with **IP ST 2110/NMOS/BC controller** for remote production

- ✓ Fast editing workflow by 10G Network File Transfer of CCU

- ✓ **Full compatibility with HDC accessory : CCU/VF/RCP/IP etc**. No complexity of mixed operation.

- ✓ **New 8 position ND filter / New VF slide mechanism / S-Gamut3.cine support**

Live Entertainment

Live Sports ·······**F55 Live**

Target Application

➢ Live Entertainment with artistic style shooting, which require quick setup for daily operation

➢ Live Sports Production which require consistent system & workflow with other HDC camera system

SONY

1. Expand UHD GS Lineup : HDC-3200

New HDC-3200

Fiber
Transmission

4K-HDR

HDCU-3500/3100

HD/HD-HDR

2/3" 4K 3CMOS Imager with Global Shutter
- ✓ HDR(HLG, Slog-3) / BT.2020 supported
- ✓ Optional Dual Filter wheel / Optional

Keep integration with the Current HDC series
- ✓ Backward compatibility with CCU, HDLA, RCP/MSU and HDVF
- ✓ Integration with HDCE-TX30 for remote production

Future Proof with IP Ready
- ✓ ST 2110 support / NMOS IS-04/05,
- ✓ IP Intercom / SNMP / Ember+ supported

Standard : 1080/50i

HDC-3200   HDCU-3500

License install via USB →

Phase1 : 1080/50P

HDC-3200
+ Progressive License   HDCU-3500

License install via USB →

Phase2 : 2160/50P

HDC-3200
+ Progressive License   HDCU-3500
+ UHD format license

SONY

- # New HDLA for large lens

- **2 models** : Richer successor model, and simpler affordable model
  - Both models have the one-touch camera installation mechanism like the current models.
    -

- **HDLA-3505 Main Features;**
  - Can be used with the HDVF-EL70 by the viewfinder table up on the necessity.
  - Has a LCD panel for the HDLA's button assignment and simple monitoring for return/prompter SDI IN.
  - Camera numbers on the side panel are made by the display manageable electric paper device.
  - Provided with the USB type-A/C connectors for the power supply to the external gadget devices.

- **HDLA-3501 Main Features;**
  - Easier access to the camera head rear panel operation because of wider shaped design.
  - No panel operations.
  - USB type-A power supply

HDLA-3505   **HDLA-3501**

Timing : FY22 June

SONY