

SONY

make.believe

2 International Business Park #05-10 Tower One The Strategy Singapore 609930
Telephone: (65) 6544 8338 Facsimile: (65) 6544 8330

PRESS RELEASE: *Immediate*

Sony Launches its First Professional SSD and HDD Portable Storage

Specifically designed for professional file-based workflows with high speed and robustness, high reliability



- **Industry leading fast write speed (up to 400MB/s¹) for minimal transfer time**
- **High reliability for severe, tough environments of professional use**
- **Compatible with multiple hardware such as Sony XDCAM decks PMW-50 and PMW-1000**

(ASIA PACIFIC, 13 September 2013) – As a pioneer in file-based workflow and the world's leading professional media brand, Sony is introducing new SSD and HDD portable drives that are designed by professionals for professionals with the speed and toughness necessary for safe, reliable storage. The new high-speed portable storage drives for professional use are capable of transferring video via USB 3.0 and FireWire 800, allowing for the faster and more frequent backing up of files.

Working outside the studio requires reliable, high performance equipment that works efficiently. Both the SSD and HDD drives are built for professional use and allow programme makers to download and back-up recordings on location, while also perfectly compatible with hardware such as Sony XDCAM decks PMW-50 and PMW-1000. Hours of footage can be stored securely

¹ For SSD models

with a choice of 256GB SSD drives and 500GB or 1TB HDD, all featuring USB 3.0² and FireWire 800 interfaces. With speeds of up to 400MB³ per second for SSD and 120MB² per second for HDD, approximately 30GB of videos are transferred in less than a minute and a half onto the SSD drive, meaning that everything shot during the day can be backed up by the evening, minimising the risk of precious data being lost. An LED indicator present on the portable drives adds convenience, allowing the user to know the status of transferring data.

“For professionals who constantly travel and are on the move, the most important thing they need in a portable drive is durability, and the assuredness that their data is secure despite any external conditions,” said Takayuki Takemura, Deputy Director, Recording Media & Energy Division, Sony Electronics Asia Pacific. “The new Sony SSD and HDD high-speed portable drives contribute to more effective workflows for these professionals by ensuring super-fast transfer time of backup video files in a severe, tough environment.”

The SSD and HDD drives are both compliant with MIL-STD-810G standards⁴, which is a standard used by the United States Department of Defense, that defines the requirements of military product performance and quality. One of the tests for free-fall drop includes dropping a device in a total of 26 directions from a height of 122cm to a plywood board while the device is not operating. Hence, the new portable drives can absorb falls of up to 2.3 metres^{3,5} for SSD and up to 2m^{3,4} for HDD, and also adhere to the IP5X⁶ dust-proof standard and the IPX4⁵ splash-proof standard so data can be backed up in a variety of environments and conditions³. A tough case is available for transporting footage during a shoot which protects drives against damage when dropped as high as 2.4 metres^{3,4}.

With a proven heritage in professional hardware and media, Sony can also offer professional standards of service. The new Sony drives come with full support including expert technical assistance and a three year warranty.

File-based workflow is becoming increasingly popular with professionals, enabling them to work faster and more securely. The new external drives fit perfectly into this environment as an efficient, reliable storage solution.

² When connected to USB2.0 compatible devices, data will be transferred via USB2.0.

³ Based on Sony testing. Speed may vary upon measurement condition.

⁴ MIL-STD-810G is a standard that defines environmental testing methods. Sony does not guarantee against damages to recorded data or the exterior case in all situations and conditions.

⁵ Based on Sony testing. Dropped onto an industrial carpet of 6 sides of SSD/HDD.

⁶ Dust-proof / splash-proof performance achieved only when the port cover is firmly closed.

A product information movie of the portable storage drive can be found at <http://youtu.be/9Wefxlt81o>.

The PSZ-SA25 SSD drive, PSZ-HA50 and PSZ-HA1T HDD drives will be available in Asia Pacific from September 2013 onwards.

###

Specifications Sheet

Model		PSZ-HA50/ PSZ-HA1T HDD Drives	PSZ-SA25 SSD drive
Capacity		500GB & 1TB	256GB
User capacity		Approx.465.0GB/Approx.930.0GB	Approx.238.0GB
HDD Size/Rotational speed		2.5 inch/5,400rpm	N/A
I/F		1 x USB3.0 port, 2 x FireWire 800 port	1 x USB3.0 port, 2 x FireWire 800 port
Transfer speed		Read/Write: Up to 120MB/s*1	Read/Write: Up to 400MB/s*1
Power supply		USB bus power (DC 5V), FireWire bus power (DC 8 to 33V)	USB bus power (DC 5V), FireWire bus power (DC 8 to 33V)
Power consumption		4,5 W (USB 3.0)/5 W (FireWire 800)	4,5 W (USB 3.0)/5 W (FireWire 800)
Operating temperature		5 °C to 40 °C	5 °C to 40 °C
Operating humidity		8 % to 90 % (no condensation)	8 % to 90 % (no condensation)
Storage temperature		-20 °C to 60 °C	-20 °C to 60 °C
Storage humidity		8 % to 90 % (no condensation)	8 % to 90 % (no condensation)
Shock resistance*	Sony internal test std*2	2.0m*4 (w/o Hard case), 2.4m*4 (w/ Hard case)	2.3m*4 (w/o Hard case), 2.4m*4 (w/ Hard case)
	MIL-STD-810G compliant*3	1.22m (w/o Hard case)	1.22m (w/o Hard case)
Dust-proof/Splash-proof*6		IP5X/IPX4	IP5X/IPX4
Size & Weight (excluding projection parts)		Approx. 90 x 28.4 x 150.6 mm, Approx. 320g	Approx. 90 x 28.4 x 150.6 mm, Approx. 270g
File systems (factory default)		FAT32	FAT32
OS		Use with both Mac & Win*4	Use with both Mac & Win*4
Included items		Hard case (1), USB cable (60 cm) (1), FireWire 800 cable (60 cm) (1), Instruction manual, Warranty card	Hard case (1), USB cable (60 cm) (1), FireWire 800 cable (60 cm) (1), Instruction manual, Warranty card

*1: Based on Sony testing; speed may vary upon measurement condition.

*2: Based on Sony testing; Dropped onto industrial carpet on 6 sides of HDD/SSD.

*3: Dropped 26 times onto plywood.; 8 corners/12 Edges/6 sides of HDD/SSD

*4. Sony does not guarantee against damage to recorded data or the exterior case in all situations and conditions. Do not deliberately drop it or subject it to impact.

*5: Windows 8 (32 bit/64 bit), Windows 7 SP1 or later (32 bit/64 bit), Windows Vista SP2 or later (32 bit/64 bit), Windows XP SP3 (32 bit), Mac OS 10.6.8 or later, 10.7.5 or later, 10.8.3 or later

*6. Dust-proof/splash-proof performance achieved only when the port cover is firmly closed.

About Sony Electronics Asia Pacific Pte. Ltd.

Based in Singapore, Sony Electronics Asia Pacific Pte. Ltd. is a subsidiary of Sony Corporation. It serves as the regional management and marketing headquarters for Sony's consumer as well as broadcasting and professional products, overseeing Asia Pacific, Middle East and Africa regions. For more information on Sony's products and services in Asia Pacific, please visit www.sony-asia.com

About Sony Corporation

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and on-line businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately US\$72.3 million for the fiscal year ended March 31, 2013. Sony Global Web Site: <http://www.sony.net/>

About make.believe

"make.believe" (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. "make.believe" symbolises the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.