



10th February Newsletter

Welcome

Welcome to the third of our monthly Video Security newsletters from Sony. This month's newsletter is going to look at one of the strongest and most important technologies Sony has. Designed to give the best possible picture in the strongest and most difficult backlighting situations we have View-DR.

What do we mean by strong backlighting?

This is where we have bright lighting directly behind the object that we have under surveillance. The brightness will often close the iris down on the camera and will give the impression to the operator that the foreground is very dark. This is sometimes referred to as having a limited dynamic range. If you look at a number of traditional installations you'll find people will try and work around this in all different ways.

Sometimes people will position cameras based on where they can get the best pictures rather than where the end user needs surveillance. Sometimes the viewing angle is reduced narrowing the area under surveillance and trimming out areas where you have strong back lighting. Worse still, sometimes they are just installed without caring that you can't make out any details of the person or object under surveillance.

When you consider the number of areas we need surveillance in, places like railway stations, subways, office receptions, car parks, airport lounges. All present very typically but challenging lighting conditions.

Solution

Sony over the last 12 months has begun releasing cameras with two key technologies. One is Visibility Enhancer and the second is View-DR. Both are unique technologies to Sony and really set us apart from everyone in the industry.

Visibility Enhancer

This is an algorithmic based technology which remaps the image on a pixel by pixel basis. The image you get will take dark, shady areas and make them brighter. Those areas that are really bright will have the brightness turned down so you get results looking something like this



Visibility Enhancer: Off



Visibility Enhancer: On

Because of the nature of this technology we have applied this feature to our 5th Generation cameras and also our encoders. With this breakthrough we can actually improve the picture quality of existing analogue equipment.

View-DR

This requires our brand new Exmore sensor in the camera so is only on our premium range of HD and Full HD 5th Generation cameras have this feature.

View-DR is easily the most popular and strongest feature Sony has on offer. Using our new Exmore CMOS sensor we are able to up to take 120 pictures per second. These pictures are then taken with different exposure times. One is really high and one is really low and two are somewhere in-between. These four images are then combined and Visibility Enhancer is then applied to give for our HD cameras **130db of wide dynamic range**. This is best in the industry and uses unique technology to Sony.



View-DR at Work

Using this technology we can generate images looking something like this



View-DR: Off

View-DR: On

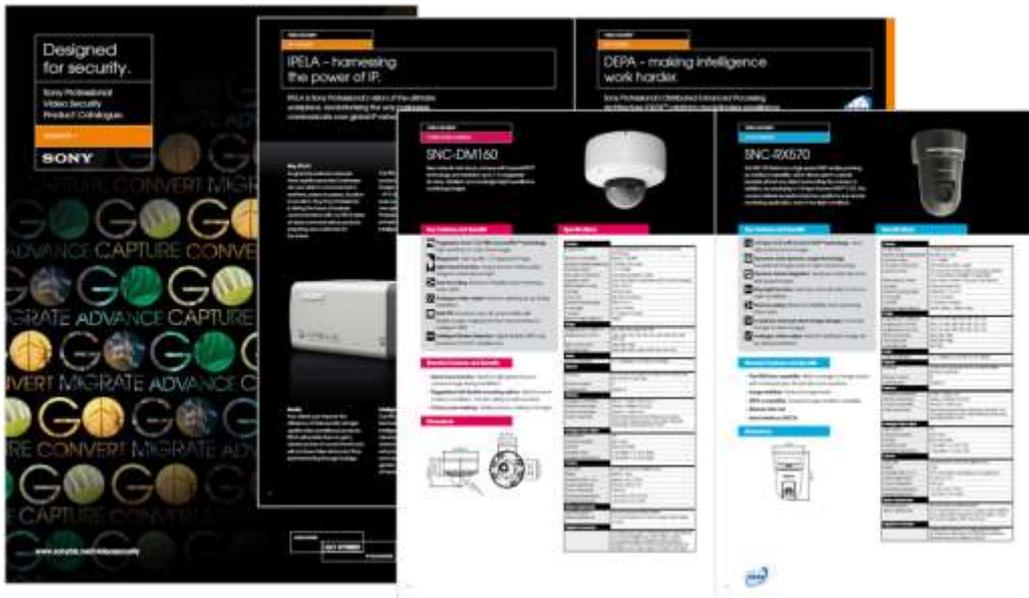
You will only see this technology with Sony. Please contact us today to arrange a demonstration and let us prove it to you!

Promotional Activity

Now available to download is our brand new catalogue. This features all of our new products released since version 4 of the catalogue.

Each camera has a dedicated page giving key features, benefits, technical information and dimensions.

In the back of the catalogue you can find all our accessories and also a quick reference guide that enables you to quickly identify which accessory goes with which camera



Monthly Case Study

Swedish Railways has been one of our biggest success stories in launching our new 5th Generation HD camera line up. Read how they champion features such as View-DR and how using our new auto back focus feature they can not only get the cameras installed and configured quickly but also save huge costs with ongoing maintenance of the cameras. Click [here](#) for more information.