

Full.HD



the ultimate sound and picture experience from Sony Europe

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DLNA empowers consumers in a digital media environment

In today's increasingly media rich world consumers are buying numerous digital media devices from a range of different manufacturers that are able to store and playback image, full motion video and audio files. At the same time, home networking, using wired or wireless technology is becoming commonplace in the home.

In this environment, there is a strong desire to share content between digital devices – for example watching camcorder footage on the home's main HDTV or viewing digital images on a PC.

Without open industry standards, individual manufacturers can create devices that work seamlessly within their own product groups, but multi-vendor interoperability is much more problematic. What is needed is a level playing field with free entry and clear guidelines for all manufacturers to adopt.



As long ago as 2003, Sony recognised this market need and succeeded in convincing other manufacturers of the need to improve interoperability between products and brands. The result was the establishment of the Digital Living Network Alliance (DLNA). Now, six years later, the DLNA boasts over 240 member companies, including the world's leading manufacturers of consumer electronics, mobile equipment and computers, as well as developers of software, services, applications and content providers.

“Consumers want the freedom to choose products from different manufacturers, and have an expectation that those products work seamlessly together,” explained Niels Leibbrandt, Senior Manager Technology Marketing at

SONY

High Definition like.no.other

AVCHD

HDV

High Definition Video



HDCAM



Sony Europe. "The DLNA vision sees digital content and services shared seamlessly across the home, merging the consumer electronic, PC internet and Mobile worlds."

Sony BRAVIA embraces DLNA

The pioneer of DLNA in Europe, Sony has one of the broadest ranges of DLNA-enabled products in the market already. This range includes PLAYSTATION 3, Giga Juke audio systems, Sony Ericsson mobile phones, digital photo frames and VAIO notebooks.



The latest news from Sony Europe tells that from next month, consumers will be able to purchase DLNA-enabled Sony BRAVIA televisions. The company will introduce DLNA support into three of its core model ranges.

"BRAVIA is one of the leading global HDTV brands so it is another boost for the DLNA community to add its leverage to this common sense initiative," commented Niels Leibbrandt. "We are committed to DLNA and hope that this move will

encourage other TV manufacturers to adopt the initiative."

Product categories (not necessarily Sony) that feature DLNA capabilities currently include:

- Televisions
- Personal Computers
- Printers
- DVD players
- Blu-ray Disc players
- Blu-ray Disc recorders
- Games consoles
- Digital cameras
- Portable music / video players
- Mobile devices
- Digital Media Adaptor
- Digital video recorder
- Audio Video systems
- Network attached storage

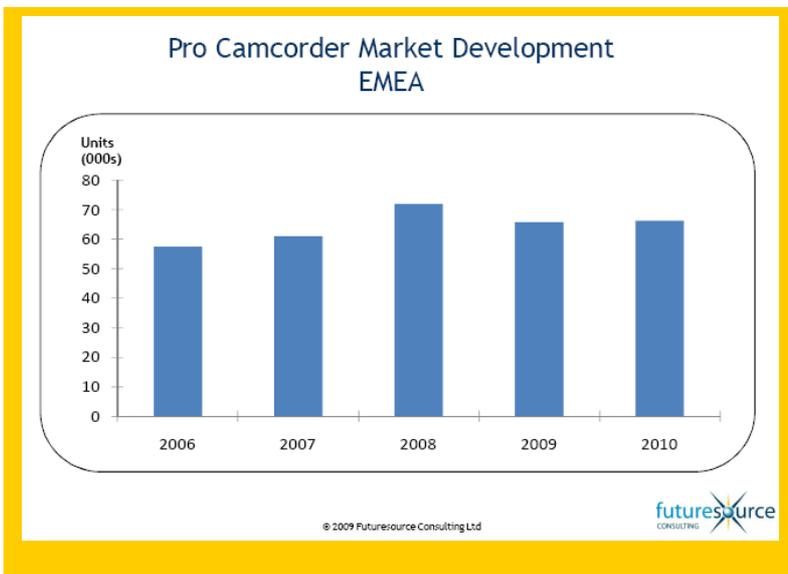
For more information on DLNA, the alliance's member companies and the range of DLNA-certified products, go to www.dlna.org.

Pro camcorder market fuelled by HD and non-tape

As the HD revolution gathers momentum in Europe, one consequence is an increased demand for HD capable production tools from within the content creation community. As a result, the professional camcorder market experienced a groundswell of activity in EMEA (Europe, Middle East & Africa) last year, with incremental growth

outstripping the previous year's performance by nearly three to one, according to a recent Pro Camcorder Quarterly Market Update from *Futuresource Consulting*.

"In 2008 we saw the development of a pure non-tape pro camcorder segment at the lower end of the market – a significant milestone for the industry and a core driver for last year's phenomenal growth," says Adam Cox, Senior Market Analyst, Futuresource Consulting. "But last year's success cannot be sustained in the current economic climate and our projections show investment will decelerate across all four quarters this year. However, the future outlook is far from disastrous, with unit shipments for 2009 on track to exceed those of 2007. Longer term, we're going to see modest year-on-year growth from 2010 through to 2013 and beyond."



The huge success of the low cost Sony HVR-HD1000E - as well as several other entry-level products - contributed to pro camcorder sector growth in 2008. With new products from Panasonic and JVC due for release in the first half of 2009, further market activity is ensured.

"As the price of broadcast quality hardware continues to decrease, professional video production has become available to a wider audience," says Cox. "In particular, the

prosumer segment has grown significantly over recent years and accounts for almost 30% of market volumes; however, the comparatively low cost of products sold into this vertical translates to less than 25% of the market in value terms."

The UK continues to be the largest pro camcorder market in the EMEA region, followed by Russia, France and Germany. As a whole, Western Europe commands 65% of the EMEA marketplace, with the remainder shared almost equally between Eastern Europe and Middle East / Africa.

"HD functionality dominates the market across all these territories, with more than 75% of pro camcorders shipped in 2008 capable of shooting in HDV or better. However, the versatility of many of these products means that much footage is still shot in SD.

"Moving forward, HD and non-tape segments will continue to drive the market, and as more programmes are broadcast in HD the demand for full-HD camcorders for use as backup will grow, allowing HD to fuel market growth for a second time."

Norwegian indie label showcases the power of HD music with new Blu-ray Disc – SA-CD combo album

Independent Norwegian record label, 2L, might be small but as the adage goes, the best things normally come in small packages. The record label is fast gaining an enviable reputation for its pioneering work in developing High Definition music on both the Super Audio CD (SA-CD) AND Blu-ray Disc formats.

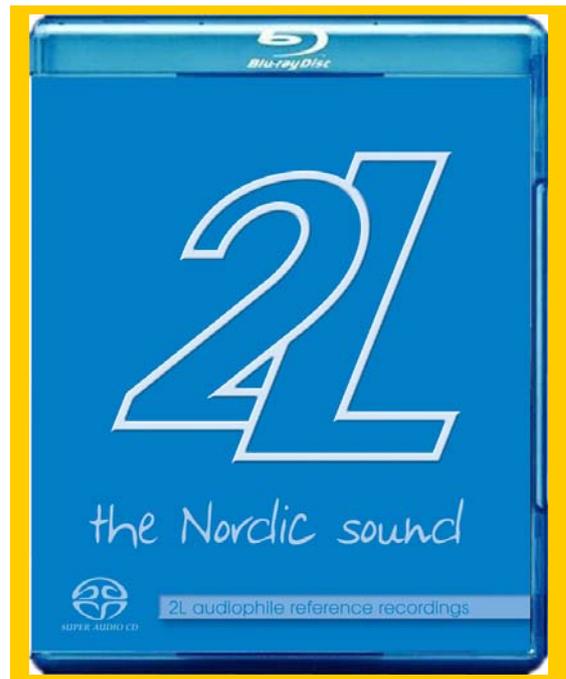
2L was the first record company in the world to release special two-disc versions of its artists' album utilising both high resolution audio formats.

The latest news from Norway tells of a special new SA-CD / Blu-ray Disc sampler disc set - Nordic Sound - featuring some of the label's most excellent recordings. Two of the albums presented in this collection were nominated for the Grammy Award's "Best Surround Sound Album" and "Best Performance".

"Blu-ray is the first domestic format in history that unites theatre movies and music sound in equally high quality," explained 2L's founder and creative force, Morten Lindberg. "The musical advantage of Blu-ray is the high resolution for audio, and the convenience for the audience as one single player will handle music, films, the DVD-collection and your old library of traditional CD. What we are seeing is a completely new conception of the musical experience.

"Recorded music is no longer a matter of a fixed two-dimensional setting, but rather a three-dimensional enveloping situation. Stereo can be described as a flat canvas, while surround sound is a sculpture that you can literally move around and relate to spatially: with surround you can move about in the acoustic space and choose angles, vantage points and positions," Lindberg continued.

"At 2L, we prefer to record in spacious acoustic venues - large concert halls, churches and cathedrals. This is actually where we can make the most intimate recordings. The qualities we seek in large rooms are not necessarily a big reverb, but openness due to the absence of close reflecting walls. Making an ambient and beautiful recording is the way of least resistance. Searching the fine edge between direct contact and openness - that's the real challenge. A really good recording should be able to bodily move the listener.



“This core quality of audio production is made by choosing the right venue for the repertoire, and balancing the image in the placement of microphones and musicians relative to each other in that venue. Planning and discussions with the musicians create trust and a sense of occasion and excitement that translates onto the recordings. What we insist upon in the recording phase is time. We usually spend from four to six days of recording on a 60-minutes repertoire.

“In credit of the musicians I need to say that this is not in need of getting the score right, but in order to bring forward the right mood and dimensions. At most projects, the entire first day is spent bringing the dimensions down from a 1500-people hall to the proximity encountered on a home-visit to your living room. The challenge of this process is to get the volume down, keeping the intensity and energy up, without being intrusive.



“There is no method available today to reproduce the exact perception of attending a live performance. That leaves us with the art of illusion when it comes to recording music. As recording engineers and producers we need to do exactly the same as any good musician; interpret the music and the composer's intentions and adapt to the media where we perform. The advent of new formats such as Blu-ray and SA-CD provide us with a much better toolkit to achieve this goal,” concluded Morten Lindberg.

This pure audio Blu-ray Disc has been designed to offer two ways of operation, either with or without a TV screen: you can either navigate the on-screen pop-up menu or simply use the dedicated buttons of your remote control. The numeric keys directly access the corresponding track number and the desired audio stream can be selected by the coloured keys on your remote. DTS HD Master Audio is preselected. These functions are developed by [msm-studios](#) and [Lindberg Lyd](#) and anticipate what they expect to find in the future profile 3 for Blu-ray players.

Surround sound from your TV stand – great audio with no cables

Continuing on the subject of High Definition surround sound within the home setting, we come to the perpetual trade-off between acoustic quality and aesthetic appearance. Whilst many consumers see no problem with a few cables and the odd additional speaker, their presence in the living room can frustrate other home entertainment enthusiasts.

But now, Sony has devised a neat solution: elegantly designed and perfectly unobtrusive, Sony's RHT-G Series offers multi-channel surround audio artfully concealed in a TV stand. For anyone wanting the heightened home cinema / home audio experience without the visible speakers or cabling, it is the ideal solution.

The three new models cater for a wide range of TV sizes. The *RHT-G950* is designed for 40-46" TVs, while the

RHT-G1550 is the perfect match for larger 46-55" sets. The RHT-G550 completes the range, and is intended for use with 32-40" screens. Both the RHT-G950 and the RHT-G1550 incorporate 5.1 channel speaker arrays capable of great power, with a total output of 470W and 550W respectively. The smaller RHT-G550 features 3.1 channel audio with a combined output of 330W.

The RHT-950 and the RHT-550 have a special, space-saving design where the rear corners of the unit are cut away so that it will fit further back into the corner of the room. A premium gloss black finish and glass top ensure

that the look and feel are stylish yet visually restrained, while carefully thought-out cable management keeps everything out of sight and tidy at the back.



Internally, the physical orientation of the speakers is optimised for front surround audio. The angle between the centre and outer units is carefully calculated to increase the separation of the front and rear aspects of the sound picture. Newly enhanced S-Force PRO Front Surround technology from Sony works together with the physical speaker array to generate a truly immersive surround effect, seemingly enveloping the listener in sound, yet without any need for speakers at the rear of the room.

Sony's S-Master digital amplification and signal processing yields superlative accuracy of reproduction and a rich, detailed sound virtually free of unwanted noise. Features like the vibration-damped sub-woofer and a special bass-reduced 'night mode' ensure that loud or quiet, the unit always delivers exceptional quality audio.

With no fewer than 12 selectable sound modes ranging from Movie, Sport and News to Rock, Jazz and Classic, the amplification system is capable of huge versatility and great results whatever use it is put to. As well as enjoying enhanced home cinema and gaming experiences, this will also include listening to the radio thanks to the presence of an integrated FM/AM tuner.



RHT-G550

Using the RHT-G Series is simplified by BRAVIA Sync technology, which allows a single remote to control several A/V components connected via HDMI. One-Touch Play turns on the TV and the stand, and whichever Disc player or other HDMI source you require is automatically selected. System Audio Control switches between the TV speakers and the stand as desired, while System Power Off automatically turns off the stand and connected components when you power down the TV.

Convenience and flexibility are ensured by a generous allocation of inputs. Three HDMI connectors provide for a full complement of A/V devices including DVD or Blu-ray Disc players and PLAYSTATION 3. A special Digital Media Port is designed for accessing music held externally on a Walkman, PC, mobile phone or iPod. The RHT-G Series makes the perfect partner for BRAVIA LCD TVs, both functionally and aesthetically. The RHT-950 and RHT-1550 will be available in stores in May, and the RHT-550 in July.

**We are here to
help**

This newsletter is produced in association with Sony Europe.

For more information on any of the topics reported within this newsletter please contact info@fullhidef.eu