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TO: GENERAL RESELLERS

FROM: JO ANN VOZEH

SUBJECT: DISCONTINUATION OF DXC-950/16PAC AND INTRODUCTION OF NEW DXC950/71PAC VIDEO CAMERA PACKAGE 17x WITH BAYONET-MOUNT ZOOM LENS FOR SONY'S 1/2" IMAGE CAPTURE VIDEO CAMERA

Effective immediately, the DXC-950/16PAC including the DXC-950, 3 CCD Image Capture Video Camera and VCL-716BXEA, Sony's 16x Bayonet-Mount Zoom Lens is discontinued. We are pleased to introduce the new **DXC-950/71PAC including the DXC-950 and the new VCL-717BXEA, Sony's 17x Bayonet-Mount Zoom Lens.**

	<u>VCL-716BXEA</u>	<u>VCL-717BXEA (new)</u>
Zoom Ratio	7mm-112mm	7mm-119mm
Weight	1.8 Kg	1.7 Kg

Due to its off-white housing color, the VCL-717BXEA zoom lens is ideal for unobtrusive applications in *churches, halls, museums, and stadiums*. With the VCL-717BXEA, the zoom, focus and iris functions can be remotely controlled by the optional Sony Remote Control Unit, RM-C950.

Pricing

Product Name	Brief Description	Qty.	Suggested List Price	Reseller Price
DXC-950/71PAC	DXC-950 3 CCD Image Capture Video Camera with VCL-717BXEA 17x zoom lens.	1-3	\$ 6,999	\$5,200
		4-24		\$5,150
		25+		\$5,090

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VIDEO CAMERA PACKAGE 17x WITH BAYONET-MOUNT ZOOM LENS FOR SONY'S 1/2"
IMAGE CAPTURE VIDEO CAMERA**

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Camera Overview

The DXC-950 incorporates a 1/2" IT (Interline Transfer) Power HAD™ CCDs with 380,000 effective picture elements. Inheriting the unique Hyper HAD® sensing technology, the DXC-950 attains a high sensitivity of F9.5 (F8.5 for 950P/1) at 2000 lx while the improved HAD sensor structure drastically reduces smear level by 20dB. This permits high quality pictures to be captured in difficult lighting conditions. With the high packing density of these CCD image sensors and their accurate spacial offsetting, a remarkably high resolution of 750TV lines is achieved. The combination of Power HAD technology, improved electronic circuitry and advanced video processing results in an excellent signal-to-noise ratio of 60dB.

Zoom Lens Specifications

Lens Mount	1/2" Sony Bayonet Mount Type
Focal Length	7 mm - 119 mm
Zoom Ratio	17 times
Maximum Relative Aperture (F No.)	F1.4 (7 - 96mm) - F1.75 (119mm)
Iris Range	F1.4 - F16, Closed
Flange Focal Length (in air)	38 mm
Minimum Object Distance	0.95 m
Object Area at M.O.D.	at wide 788 mm x 591 mm at tele 47 mm x 35 mm
Filter Screw	Diameter 105mm, P=1.0 mm
Iris Control	Remote (Auto/Manual mode) control from Sony RM-C950 Remote Control Unit
Zoom Control	Remote control from Sony RM-C950
Focus Control	Remote control from Sony RM-C950
Weight	1.7g
Dimensions	107 x 117 x 181.5 mm (W x H x D)
Supplied Accessories	Lens Cap (1 front and 1 rear), Operation Manual

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Features and specifications are subject to change without notice. For further questions, please contact your Sony Account Manager.

Good Selling,

A handwritten signature in black ink, appearing to read "Jo Ann Vozech". The signature is written in a cursive, flowing style.

Jo Ann Vozech
Marketing Manager, Visual Imaging Camera Products
Broadcast and Professional Company