

PRESS RELEASE

Sony's new HXR-MC2500E shoulder-style HD camcorder offers strong night or indoors performance and stable shooting for long events



Improved Exmor™ R CMOS sensor and a new built-in LED light enables high-quality shooting in low-light environments, with high sensitivity and low noise

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Basingstoke, 25 August 2014 – Sony today announced the [HXR-MC2500E](#), a new addition to its High Definition (HD) range of memory camcorders. The HXR-MC2500E offers an ideal balance of performance and functionality in the digital era with a wide variety of features necessary for serious videographers, all well within their reach at an affordable price point. Sony has designed the HXR-MC2500E with several enhancements over its existing [HXR-MC2000E](#) camera model, including an improved Exmor™ R CMOS sensor and new features such as a built-in LED light, OLED viewfinder, Wi-Fi functionality, DV memory recording and a Multi-Interface (MI) Shoe. With these enhancements over previous models, the HXR-MC2500E is an ideal cost-effective solution for event videographers, who desire strong low-light performance, high picture quality, operational flexibility and reliability.

“The HXR-MC2500E is a prime example of how we’ve combined advanced imaging technologies with a host of operational features that the market today needs,” said Robbie Fleming, Product Marketing Manager, at Sony Professional Solutions Europe. “Our customers now enjoy a more comprehensive product offering from Sony, with this model providing practical functions that professionals need, such as wireless connectivity and longer recording time.”

Key Features of the HXR-MC2500E**Highly-sensitive Exmor™ R CMOS sensor and built-in LED light**

The HXR-MC2500E is capable of shooting clearly even in low-light or indoor environments. Its highly-sensitive Exmor™ R CMOS sensor adopts a back-illuminated technology that enables the image sensor to utilize incidental light more efficiently, helping to achieve rich image quality even during low-light shooting situations. The HXR-MC2500E is also fitted with a convenient built-in LED light for extra illumination when needed.

Wide angle view, high contrast 1.44 million dots OLED viewfinder and 0.92 million dots 3-inch wide LCD panel for easy framing of shooting objects

The new camera is equipped with an OLED Tru-Finder™ electronic viewfinder, offering a high resolution of approximately 1.44 million dots with high contrast levels. Sony's proprietary viewfinder technologies allow for better tonal reproduction and more detailed picture information when shooting. In addition, there is also the built-in 3-inch wide high resolution LCD panel (approximately 0.92 million dots) for crisp and bright images.

Wi-Fi/NFC functions for seamless connection to smartphones

The HXR-MC2500E can connect to mobile devices such as smartphones or tablets via a Wi-Fi connection, enabling monitoring and remote control functions such as start/stop recording, zoom control, iris control and touch auto focus. Furthermore, it is also NFC-capable (Near Field Communications) to allow easy, one-touch wireless connections to compatible mobile devices.

Ideal for long event shooting thanks to embedded 32GB internal flash memory and low power consumption

A 32GB internal flash memory storage system on board of the HXR-MC2500E enables longer duration recording of more than 150 minutes. In addition, by using a combination of the internal flash memory and the MS/SD memory card slot, recording functions such as "Relay" and "Simultaneous" for backup can be available. When Sony's L-Series InfoLithium battery NP-F970 (optional) is used, the HXR-MC2500E is capable of continuous recording of up to 14 hours. This is a critical feature for important occasions where operators may not have the luxury to stop the camera, such as during the filming of wedding ceremonies or other live events.

More Professional Features for Event Shooting

- **26.8mm Wide-Angle Lens** – one of the lenses with the widest angles in this class of camera, which enables wide-angle shooting even in small places
- **DV Memory** – in addition to AVCHD Full HD format support, SD format support includes DV memory
- **Multi-Interface (MI) Shoe** – expands options to use accessories without cables, such as the UWP-D11 wireless microphone receiver and XLR audio input by XLR adapter
- **BNC Composite Terminal** – enables the use of BNC cables which prevents cable disconnect during critical shooting occasions such as live recording
- **TC/UB Implementation** – Time Code and User Bit are included for situations like multi-camera shoots

The HXR-MC2500E will be available from November 2014.

About Sony

Sony is the leading supplier of AV/IT solutions to businesses across a wide variety of sectors including, Media and Broadcast, Video Security and Retail, Transport & Large Venue markets. It delivers products, systems and applications to enable the creation, manipulation and distribution of digital audio-visual content that add value to businesses and their customers. With over 25 years' experience in delivering innovative market-leading products, Sony is ideally placed to deliver exceptional quality and value to its customers. Sony's Professional Services division, its systems integration arm, offers its customers access to the expertise and local knowledge of skilled professionals across Europe. Collaborating with a network of established technology partners, Sony delivers end to end solutions that address the customer's needs, integrating software and systems to achieve each organisation's individual business goals. For more information please visit

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