



MAV-70 Server

Five hundred years ago, the world was flat. But Columbus didn't let the uncertainty of the unknown stand in the way of discovery. And now,

## Discover the world of digital broadcasting with us and you'll never look back.

as you move into the world of DTV, you don't have to either. That's because with Sony, you get the

broadest range of digital solutions for broadcasting today. Start with our MAV-70.



BDX-E1000 Encoder

It's a scalable, MPEG-2 video file server that lets you navigate the

transition to multi-channel SD and HD programming. Then we have our BDX-Series encoders,

which make it easy for you to begin efficient digital transmission, today.



HDCAM HDW-500 VTR

And Sony provides the most comprehensive line of glue products in the new digital world for format

conversion, digital distribution and processing. We also offer digital

camcorders and VTRs—including Betacam SX<sup>®</sup>, Digital Betacam<sup>®</sup> and



BVP-900 Studio Camera

HDCAM<sup>™</sup> to meet your digital format requirements. In addition, we offer a full line of SD and

HD studio and OB cameras to complete your broadcast solution. And we've built our solutions on open

systems, such as MPEG-2, so you get increased interoperability and easy migration into the future.



HDCAM HDW-700 Camcorder

They're all backed by Sony's service and support programs. So, don't

be afraid to venture into new territory. Embark on a journey and discover the digital advantage Sony

can offer. Call us at 1-800-635-SONY, ext. BC or visit [www.sony.com/broadcast](http://www.sony.com/broadcast).



**We're ready. Are you?™**

#### MAV-70 Server

- FibreChannel networked
- RAID-3 disc array
- Selectable MPEG-2 profiles/levels
- Data tape integration

#### BDX-Series Encoders

- HDTV/SDTV MPEG-2 models
- Multi-channel multiplexer
- Scalable bit rates 1.5 to 50 Mbps

#### HDCAM HDW-700 Camcorder

- 40 minute 1/2" HD cassette
- Memory setup card
- Lightweight one-piece camcorder

#### HDCAM HDW-500 VTR

- Simultaneous HD/SD output
- Digital jog audio
- 4 channels 20-bit digital audio
- 2 hour 1/2" HD cassette

#### HKPF/BKPF Digital Processing

- SD/HD in the same frame
- Easy migration to HD
- Over 75 different modules

#### BVP-900 Camera

- 16:9 CCD imager
- 12-bit DSP
- Switchable 16:9 and 4:3

# SONY