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# Introducing Sony Cinema Line: Expanding the camera line-up for content creators with the technology

# cultivated for digital cinema production

Sony today announced the launch of Cinema Line, a series of new camera products for content creators which will bring together Sony's expertise in image quality, attention to detail, technology and passion in digital cinema.

Cinema Line will deliver not only the coveted cinematographic look cultivated through extensive experience in digital cinema production, but also the enhanced operability and reliability that meet discerning creators' various needs. The new series will extend beyond basic cinema camera and professional camcorder form factors.

In 2000, Sony released the ground-breaking HDW-F900. The HDW-F900 marked the beginning of digital cinema history as the world's first 24p digital cinema camera. VENICE and other products followed in response to countless dialogues with cinematographers and image creators.

Existing products in the Sony range will form part of the Cinema Line including VENICE and FX9. VENICE has become a first choice for digital movie production, and the FX9 has an outstanding track record in documentary production. The next step is a new model that will appeal to a wide spectrum of visual creators. Sony will be releasing and shipping this next addition to the range, the FX6 camera by the end of 2020.

Each of the Cinema Line cameras will evolve with user feedback: The FX9 Version 3 upgrade, available in 2021, will see the addition of the S700PTP\* allowing Remote Control of Sony's camera, a Center Scan mode for Super 16mm lens and B4 Lens support with its adaptor as well as other features. In parallel, as of November 2020, the VENICE camera will see a couple of additional features in its [V6.0 version](#) which will improve its operability in broadcast and live environments.

"At Sony, we celebrate and have the deepest respect for filmmakers, cinematographers, and storytellers. With Cinema Line, we're tapping into our DNA from both the film industry and digital imaging prosumer market and combining it to develop new creative tools. This line of products will enable creators to push their creative boundaries further and capture the emotion in each and every frame." says Claus Pfeifer, Head of Connected Content Acquisition, Media Solutions, Sony Professional Europe.

-ENDS-

\* S700PTP is a protocol that realizes S700P over TCP/IP

For more details on Cinema Line, please visit:

-Cinema Line website: <https://www.sony.net/cinema-line>

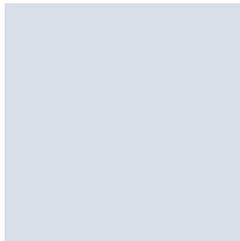
-Cinema Line video: <https://pro.sony/rewrite/cinematic-look>

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## About Sony Corporation

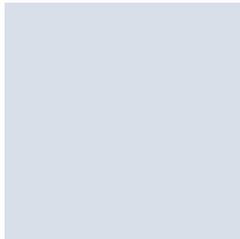
Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, semiconductors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>

## Contacts



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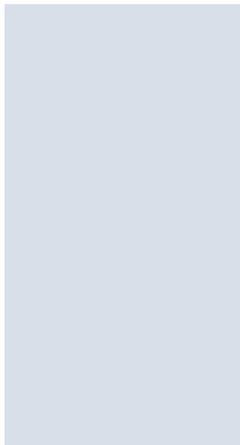
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