

SONY

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Sony Announces a New Solution for Easy, High-quality Live Streaming and Video Calls, Compatible with 35 Sony Camera Models at Launch

Sony today announced the release of a new Desktop application, '[Imaging Edge™ Webcam](#)', that allows users to easily transform their Sony digital camera [\[i\]](#) into a high-quality webcam by simply connecting it to a PC [\[ii\]](#) via USB [\[iii\]](#), free of cost.

'Imaging Edge Webcam' allows users to live stream and video conference in one easy step while also taking full advantage of Sony's advanced imaging technology, such as industry-leading autofocus, high resolution picture quality and additional unique features of each compatible camera.

"We will continue to adapt and evolve to meet the needs of our customers. Their voice is critical to everything that we do in this industry" said Yann Salmon-Legagneur, Director of Product Marketing, Digital Imaging, Sony Europe. "Given the growing demand for live streaming and video communication, we're excited to share a new application that give so many loyal Sony's customers the ability to quickly and easily transform their

camera into a highly effective webcam for live streaming, video calls and so much more.”

‘Imaging Edge Webcam’ is currently compatible with 35 Sony camera models including: Alpha 9 II, Alpha 9, Alpha 7R IV, Alpha 7R III, Alpha 7R II, Alpha 7S II, Alpha 7S, Alpha 7 III, Alpha 7 II, Alpha 6600, Alpha 6400, Alpha 6100, RX100 VII, RX100 VI, RX0 II, RX0, vlog camera ZV-1 and moreⁱ. The newly announced Alpha 7S III is also compatible.

The new ‘Imaging Edge Webcam’ desktop application is available to download [HERE](#).

[\[i\]](#) Please refer to the website for a full list of compatible models. Firmware must be updated on cameras to ensure compatibility.

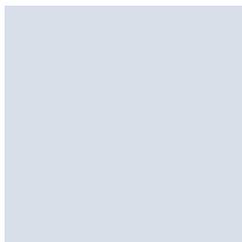
[\[ii\]](#) Windows® 10 64bit required

[\[iii\]](#) Charges select Sony Camera models while connected via USB. Please refer to the website for a full list of compatible models.

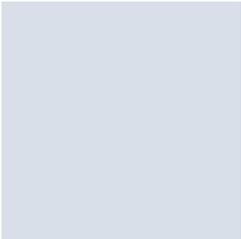
About Sony Corporation

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/>

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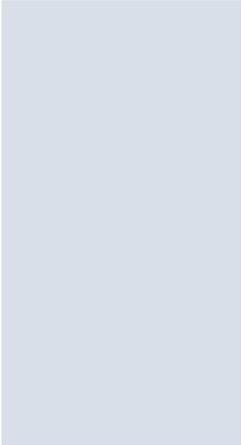
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