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**Sony Introduces Simple Live Streaming for**

**HXR-NX80 and PXW-Z90 Camcorders with Free Firmware Upgrade**

*Using Wi-Fi Access, Simple Live Streaming Provides High Quality Live Streaming to Major Video Sharing Websites and Social Media Platforms on a Single Camcorder*

**SAN DIEGO – June 17, 2019 –** At BroadcastAsia 2019, Sony announced that its palm-sized 4K HDR professional camcorders, [**HXR-NX80**](https://pro.sony/en_SG/products/handheld-camcorders/hxr-nx80) and [**PXW-Z90**](https://pro.sony/en_SG/products/handheld-camcorders/pxw-z90), will receive additional workflow flexibility via a free firmware upgrade. Introducing a new proposition for users to streamline the process of acquiring live content, the camcorders will be enhanced with Simple Live Streaming, providing opportunities for content creators to shoot wherever and however they want.

“In today’s live environment, video content is evolving quickly as an essential tool to connect with audiences,” said Neal Manowitz, deputy president for Imaging Products and Solutions Americas at Sony Electronics. “The introduction of Simple Live Streaming for HXR-NX80 and PXW-Z90 streamlines the overall workflow, from shooting to live distribution. Equipped with Simple Live Streaming, these camcorders empower content creators to concentrate on what they do best – storytelling on the go.”

Simple Live Streaming ensures that ultimate mobility is achieved. As standalone operations, the easy-to-use camcorders only require Wi-Fi connection without additional gear. Users will be able to conduct live streaming and upload on to major video sharing sites and social media platforms in a straightforward manner anytime, anywhere.

Sony has been actively promoting the “Simple Live Solution” achieved by combining the [**MCX-500**](https://pro.sony/products/portable-live-production/mcx-500) Multi-camera Live Producer and the [**RM-30MP**](https://pro.sony/products/camera-remote-controls/rm-30bp) remote commander for simple live production using multiple cameras. When a user needs to expand their live streaming to multiple camcorder operation, HXR-NX80 and PXW-Z90 camcorders can be connected to MCX-500 via SDI or HDMI, enabling live streaming on to social media platforms and with rich live features such as tally, title and transition. The Simple Live Streaming supported by HXR-NX80 and PXW-Z90 offers even simpler operation achieved by single camera, further enhancing the remote delivery of content quickly and without compromising on imaging quality.

The ultra-lightweight HXR-NX80 and PXW-Z90 camcorders shoot in any situation with stunning image quality, making them well suited for a range of live applications, including events, concerts, seminars, weddings and news reporting. They offer users complete creative control, thanks to Sony’s groundbreaking Fast Hybrid AF system featuring the 1.0-type stacked Exmor RS CMOS image sensor. In addition, the fixed 29mm wide-angle ZEISS Vario-Sonnar T lens is equipped with 12x optical zoom. The optical zoom can be increased to 18x with Clear Image Zoom, maintaining 4K resolution using Super Resolution Technology, or to 24x in HD. On the audio front, the XLR audio input terminal and microphone holder also add to its operability, in addition to sound quality and reliability in connection.

The free firmware upgrade is planned to be available by the end of 2019.

For more information, please visit [**pro.sony.com**](https://pro.sony.com/).

**About Sony Electronics Inc.**

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