Sony brings OLED display tech to Pro HD cameras

New viewfinder delivers precise focusing, high contrast, high brightness and wide color gamut

Sony is unveiling its first color professional camera viewfinder based on Organic Light Emitting Diode (OLED) technology. The 11-inch (viewable area, measured diagonally) HDVF-EL100 model is Sony's first non-consumer application of an OLED panel. Sony consumer OLED displays were introduced in January, and continue to generate strong demand.

According to Rob Willox, director of Sony Electronics' content creation group, "High-definition acquisition requires extremely precise focusing, allowing the operator to accurately see contrast and color levels when framing a shot. This new viewfinder is a perfect example of our unique ability to leverage the innovation and expertise from one part of our company and apply it in another area to meet customers' needs."

The viewfinder features a rugged design for the challenging environments often encountered by professional production crews.

Its pixel resolution is 960 by 540, and it also delivers a wide viewing angle, a wide color gamut and extremely fast response time. Designed especially for professional camera operators' use, a flexible mechanical design allows for comfortable operation, and a "stand-back" feature allows operators to remain a distance from the camera without sacrificing viewing quality.

OLED panels help prevent light emission when reproducing dark shades, resulting in very deep blacks and a contrast ratio of more than 1,000,000:1. The lack of a backlight allows the device to control all phases of light emission from zero to peak brightness. The innovative technology delivers exceptional color expression and detail without wasting power, so it is an exceptional energy-saver.

The new viewfinder is expected to be available later this year, with suggested list prices to be announced.