

# SONY



**WHY SONY'S HXC-FZ90 STUDIO  
CAMERA AND BRC-AM7 PTZ CAMERA  
ARE A GREAT MATCH FOR MODERN  
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# WHY SONY'S HXC-FZ90 STUDIO CAMERA AND BRC-AM7 PTZ CAMERA ARE A GREAT MATCH FOR MODERN BROADCAST PRODUCTION

Live production teams are being asked to do more than ever. Viewers expect more angles, smoother coverage and higher image quality. At the same time, budgets and crew sizes aren't growing. In many cases, they're actually shrinking.

That's the challenge Sony is addressing by pairing their HXC-FZ90 studio camera with their BRC-AM7 PTZ camera. Together, they offer a practical way to expand coverage without expanding staff or compromising on quality. Rather than replacing traditional studio cameras, the AM7 is designed to complement them. The result is a system that delivers in today's broadcast environments.

## A studio camera built for now and later

The HXC-FZ90 sits at the entry point of Sony's broadcast studio camera lineup, but it borrows heavily from higher-end systems. At its core is a 2/3-inch 4K CMOS image sensor that delivers high-quality images for both HD and 4K productions. Even when producing in HD, the camera oversamples from 4K, resulting in sharper, cleaner images with more detail.

One of the FZ90's biggest strengths is its upgrade path. Productions can start in HD and add 4K capability later via a software license,

either permanently or temporarily. That flexibility matters for organizations that know 4K is coming but aren't ready to commit to it across the board.

The camera's also built to integrate cleanly into existing live workflows. It supports 12G-SDI output for standalone 4K operation, along with wide color BT.2020 and HDR production using HLG or S-Log3.

Ease of use is another key part of the design. Sony's Total Level Control System automatically manages iris, gain and shutter. Additionally, focus assist tools, including edge highlights and focus indicators, help operators of all levels stay sharp.

That's one reason the FZ90 has found traction in collegiate sports and education. In environments where student operators are common, the camera helps deliver professional-looking results without demanding years of broadcast experience.

## Extending coverage without adding operators

Where the HXC-FZ90 handles primary, operator-driven shots, the BRC-AM7 fills in the gaps. It's a compact PTZ camera built around a 1.0-type Exmor® RS image sensor and Sony's BIONZ®



XR processing engine. Together, these elements deliver detailed 4K 60p images with low noise and strong dynamic range.

The AM7's built-in 20x optical zoom covers a wide range of angles. If you need to shoot a broad establishing shot or tight close-ups, you can. Clear Image Zoom extends that range even further, reaching up to 30x in 4K and 40x in HD. For sports and live events, that kind of reach enables capturing angles that would normally require another camera operator.

What truly sets the AM7 apart, though, is its AI-driven PTZ Auto Framing. Using advanced subject recognition that analyzes body position, face data and movement, the camera can automatically track subjects. Athletes, presenters and performers can stay framed without constant manual control.

That capability directly addresses one of the biggest pressures in live production: staffing. A single operator can manage multiple AM7 cameras from a controller, or the cameras can run autonomously for certain shots.

### **Designed to work together on air**

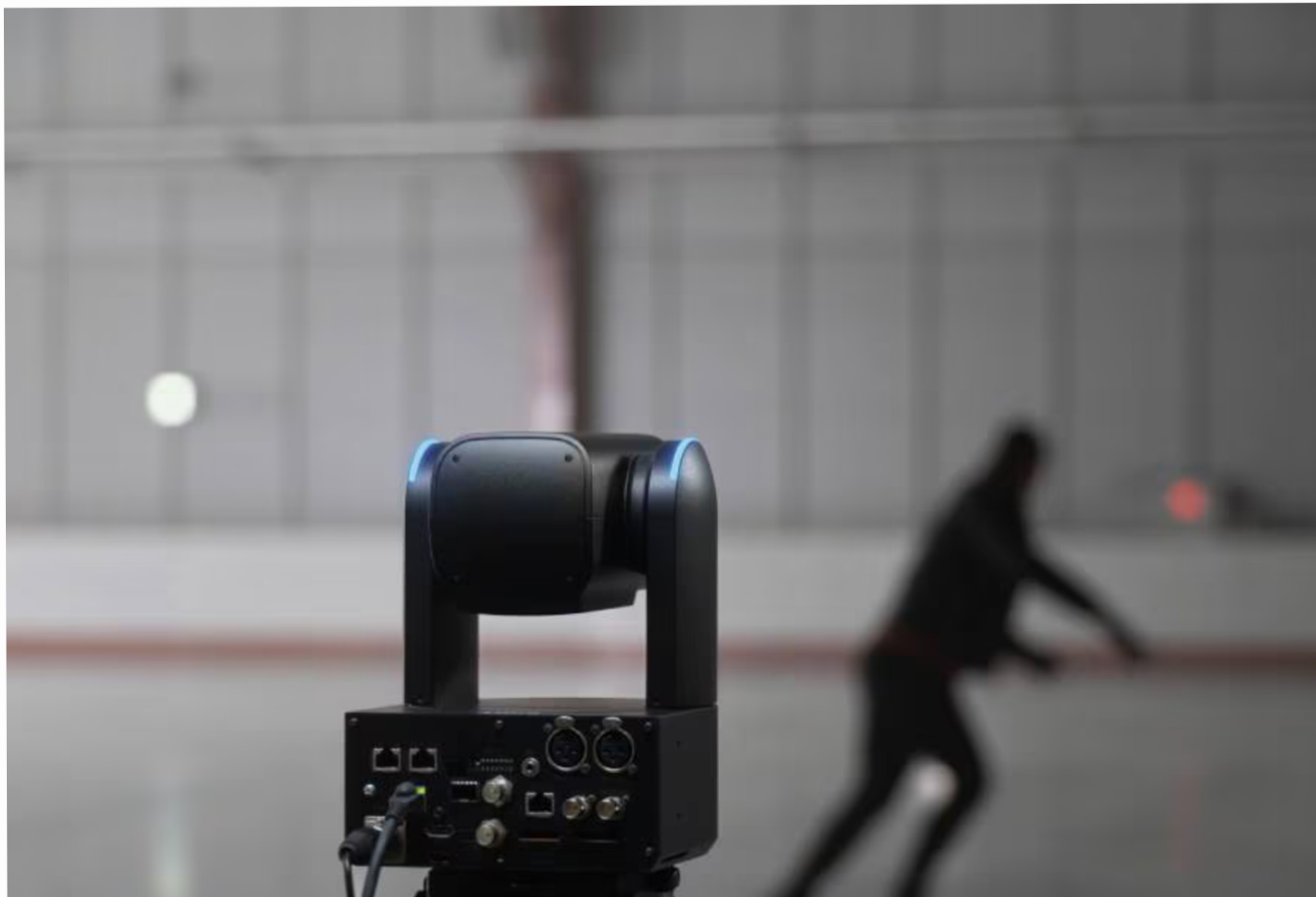
For multi-camera productions, consistency matters just as much as coverage. Exposure jumps between cameras can distract viewers, and, not to mention, complicate live switching.

That's where the pairing of the FZ90 and AM7 becomes especially effective. The BRC-AM7 includes ITU-709 and 709tone profiles specifically designed to color match Sony broadcast cameras. When used alongside the HXC-FZ90, transitions between shots stay visually consistent.

In some HD workflows, the AM7's SDI output or IP streaming such as SRT, NDI|HX and etc. can even be routed through the FZ90 and carried over fiber back to the camera control unit. That helps simplify your system layouts with less wiring.

The two cameras also align well in terms of application and price tier. The FZ90 is Sony's most cost-effective studio broadcast camera, while the AM7 is positioned as a high-performance PTZ

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that doesn't require a cinema-level budget. Together, they form a balanced system that makes sense for churches, schools, corporations and regional broadcasters.

### **Real-world use in collegiate sports**

Collegiate sports is a clear example of where this pairing shines. Many universities rely on student crews, limited budgets and tight turnaround times, yet they're still expected to deliver broadcast-quality coverage. The HXC-FZ90 has already proven itself in this space. Networks like the Big Ten Network have deployed the camera across multiple venues. Networks rely on its automation and image quality to help student operators succeed.

Adding the BRC-AM7 into that mix expands what those crews can accomplish. PTZ cameras mounted near the court, field or podium can handle close-ups and alternate angles, while the FZ90 covers primary shots. Because the cameras match visually, directors can cut freely between them without worrying about noticeable differences. The

result is coverage that feels more polished, without increasing staffing costs.

### **Built for flexibility and growth**

Beyond sports, the HXC-FZ90 and BRC-AM7 pairing works well for live events, faith and corporate productions. In churches, for example, volunteers can operate the FZ90 while AM7 cameras automatically track speakers. In corporate settings, PTZ cameras can provide clean coverage without disrupting the space.

The AM7's quiet direct-drive motors make it suitable for environments where noise matters, such as ceremonies or classical performances. Its compact size also makes installation easier in places where traditional cameras would be intrusive.

Both cameras support innovative remote control options and can be shaded by Sony's RCP for consistency in color and operations. By adding Sony's Camera Control Network Adaptor, the



CNA-2 along with the WebRCP license any device with a web browser can be used for remote monitoring, configuration, and control of Sony's system cameras and the AM7 over a network. (Supported functions of CNA-2 vary depending on the connected device.)

## A practical approach to modern live production

Today, live production crews are smaller. However, expectations are higher, and flexibility matters more than ever. Broadcasters are being asked to deliver more camera angles, faster pacing and higher image quality, often with fewer people behind the scenes. Sony's HXC-FZ90 and BRC-AM7 aren't meant to replace one another. They're designed to solve different problems within the same production, and they do it without forcing teams to rethink their entire workflow or abandon traditional broadcast practices that still matter.

The FZ90 delivers the control and image quality broadcasters expect from a studio camera. It fits naturally into established live environments where shading, direct operator control and predictable behavior are essential. The AM7 adds intelligent automation and extra angles where adding another operator isn't realistic or sustainable. Used together, they let producers increase coverage, improve pacing and create more engaging shows without adding cost, complexity or stress on already limited crews.

That balance is what makes the pairing work. Viewers don't see crew limitations or budget constraints. They only see what's on air. By combining a traditional studio camera with an AI-driven PTZ, broadcasters can raise production value while staying grounded in reality.

As live content continues to grow across sports, worship, education and streaming platforms, systems that blend hands-on control with smart automation are becoming essential. The HXC-FZ90 and BRC-AM7 show how those two worlds can work side by side, giving production teams more options instead of more obstacles.

If you would like to learn more about [Sony's HXC-FZ90](#) and [Sony's BRC-AM7](#), you can go to their product pages on [pro.sony](https://pro.sony).