



**YOUTUBE STAR ANDREW HUANG'S *GET READY* VIDEO
LAUNCHES AS PART OF ACTION CAM BY SONY
'NEVER BEFORE SEEN' SERIES**

Get Ready is the Latest Film to Debut in Campaign

Tokyo, Japan (August, 10, 2015) – Action Cam by Sony today announced the continuation of its 'Never Before Seen' film series with the debut of YouTube star Andrew Huang's *Get Ready* video. The 'Never Before Seen' campaign empowers a diverse group of filmmakers, artists and creative leaders to capture and share dynamic stories in all forms. Each filmmaker used an Action Cam by Sony to bring their unique visions to life and inspire others through their imaginative forms of storytelling.

Continuing through October 30, Action Cam by Sony is debuting new 'Never Before Seen' films on the [Action Cam By Sony YouTube channel](#). Andrew Huang's new film – *Get Ready* – captures unique angles and intimate moments by drawing music out of a mundane morning routine.

"As a leader in creativity, we wanted to enable these talented visionaries the opportunity to bring their captivating films to life and give viewers the chance to see what's possible," says Yoshiyuki Nogami, Senior General Manager of Marketing Division in Digital Imaging Business Group of Sony. "We're excited to share and connect people through these unique stories and inspire the next great filmmaker or artist through the Action Cam films being shared around the world."

The remaining 'Never Before Seen' videos released in the coming months will touch on a variety of subjects ranging from space exploration and the celebration of dance, to the culture of indigenous people and so much more. Greg Hackett's *Thin Air* takes viewers into extreme altitudes where consumer drones have never gone before. Ryan Dzierzek's *The Room* looks through the creaky doors of an abandoned house, your curiosity will be peaked at what happens inside. Duncan Winecoff's *Inuit* brings audiences inside a remote community that thrives in an environment of beauty and harsh conditions.

"The Action Cam by Sony provides filmmakers with advanced technology and video producing capabilities, putting the control of every artist's vision in their own hands to produce stunning results they can't get with any other camera," says Nogami.





'NEVER BEFORE SEEN' FILMS – UPCOMING DEBUTS

TITLE	DIRECTOR(S)	RELEASE DATE
<i>Invisible Man</i>	Zach King	June 29, 2015
Zach King creates a visual illusion that allows people to see right through him		
<i>Unspoken</i>	Jason Headley	July 13, 2015
Mockumentary capturing the delicate dance between an overly-committed actor and a frustrated director		
<i>Move</i>	Jourdain May	July 24, 2015
Hip-Hop Dancer Mela Murder teams up with violinist Damien Escobar in a performance that is breathtaking and surprising		
<i>Human Zoo</i>	Stinkdigital	August 3, 2015
A day at the zoo takes on a whole new meaning in this short film made by animals		
<i>Get Ready</i>	Andrew Huang	August 10, 2015
YouTube star and musician Andrew Huang captures unique angles and intimate moments by drawing music out of a mundane morning routine		
<i>Inuit</i>	Duncan Winecoff	August 17, 2015
The juxtaposition of a beautiful land frozen year round and the people who thrive there		
<i>An Introduction To Rigging</i>	Linn Livijn Wexell, Harry Thompson	September 1, 2015
A little imagination and some genuine curiosity, transform everyday objects in unique ways		
<i>Trampoline</i>	Julien Vallée, Eve Duhamel	September 14, 2015
A trampoline becomes a colorful stage to capture an athlete's graceful movements as he flies through the air		
<i>Thin Air</i>	Greg Hackett	October 5, 2015
A hand built drone push the limits of space odyssey and brazenly goes where no drone has before		
<i>The Room</i>	Ryan Dzierzek	October 30, 2015
Through the creaky doors of an abandoned house, your curiosity will be peaked at what happens inside		

Sony will be releasing additional diverse and creative 'Never Before Seen' films with Action Cam by Sony throughout the remainder of the year.

More detailed information about filmmakers and how they used the Action Cam by Sony to create their 'Never Before Seen' films can be found on the [Never Before Seen Website](#). The new content will also be posted directly at [Action Cam by Sony YouTube Channel](#). To learn more about Action Cam by Sony, please refer to the [Action Cam by Sony Product page](#).

ABOUT SONY

At Sony, our mission is to be a company that inspires and fulfills your curiosity. Our unlimited passion for technology, content and services, and relentless pursuit of innovation, drives us to deliver ground-breaking new excitement and entertainment





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