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The 100% authentic Eagle Eye view

In a world first on the September 28th, 2014, a white-tailed eagle which has been extinct in France for over 50 years, soared from the top of the Eiffel Tower in Paris and flew over the Seine down into the Trocadéro Gardens to be greeted by large crowd and its handler, Jacques Olivier Travers.

Travers is the head of none-profit organisation FREEDOM whose objective is to re-introduce the white-tailed eagle into its natural habitat in the French and Swiss Alps.

You can now enjoy the stunning video and images from this flight in one of the very few videos which can truly be described as offering a truly authentic eagle eye view. The videos were filmed using the Sony [HDR-AZ1](#) Action Cam Mini which was mounted on the back of the eagle and captured the entire

flight.



[Watch video on YouTube here](#)

Sony and FREEDOM

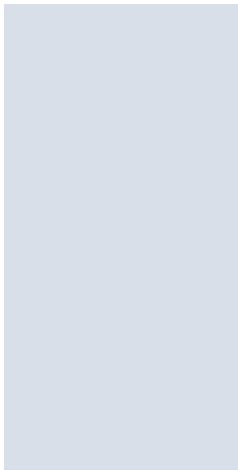
Sony is working with FREEDOM as an official sponsor, to help them achieve their goals of re-introducing the White-Tailed Eagle into its natural habitat in the French and Swiss Alps. Sony is providing its Action Cam™ camcorders to FREEDOM to allow them to accurately document the flights of white-tailed eagles. FREEDOM is looking to use this footage to learn from the behaviours of the eagles to better understand the work that needs to be done to best prepare the terrain for their re-introduction.

The technical capabilities of the Action Cam by Sony in being able to deliver smooth Full-HD video content, benefitting from Sony SteadyShot™ technology, coupled with the ability to overlay GPS data on the captured footage means that it is the ideal tool for FREEDOM to gain the insights that they need to conduct their work. Furthermore, the small size of the Action Cam camcorders means that they can be easily attached to eagles and not restrict their natural flight in any way.

Sony will also utilise its numerous social channels to help amplify the goals of FREEDOM and will be making a series of joint videos that will be widely shared in Action Cam by Sony promotions.

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$75 billion for the fiscal year ended March 31, 2014. Sony Global Web Site: <http://www.sony.net/>

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