

**Sony Expands Colour Range and Functionality for
α NEX Interchangeable Lens Digital Cameras**



NEX-3

Sony Corporation of Hong Kong Limited today introduced two additional colours to the α NEX-3 series of interchangeable lens digital cameras. Photographers will be able to expand their style options with the NEX-3 in pink and brown starting early December 2010, in addition to the current colours, which include black, silver, red and white.

Meanwhile, Sony is also offering a firmware upgrade for the α NEX-5 and NEX-3 interchangeable lens digital cameras to provide an even more exciting photo experience. Available now, this upgrade will:

- Allow autofocus operation to be supported on both the NEX-3 and NEX-5 when using A-mount SAM and SSM lenses with the optional LA-EA1 mount adaptor
- Incorporate a new custom function that allows assignment to buttons of frequently-used functions
- Allow photographers to record movies using set-up aperture

To download the firmware upgrade, please click here:

<http://www.sony-asia.com/section/downloads>

About the α NEX-5 and NEX-3

Featuring the world's smallest and lightest interchangeable lens digital camera body, the NEX-5 and NEX-3 allow users to effortlessly capture stunning, DSLR quality photos with its 14.2-megapixel Exmor™ APS HD CMOS image sensor and Full HD 1080i videos in AVCHD format with the NEX-5. The NEX-5 and NEX-3 also provide an intuitive user experience with its

simplified control layout, featuring a control wheel and two context-sensitive soft keys. The Graphic User Interface features six clearly labeled icons, a user interface common in compact cameras that makes the NEX-5 and NEX-3 perfect for photographers new to extensive manual controls. In addition, built-in shooting tips provide information relevant to the current shooting or mode selection, giving users quick tips on photographic techniques as well as various types of scenes and subjects.

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