



Press Release

Sony's New D-SLR Camera α 200 Delivers High Performance with Easy-to-use Features
Sony's latest addition to its D-SLR family features 10.2 mega-pixel resolution, high ISO3200 sensitivity and Super SteadyShot™ image stabilization compatible with all α lenses

Hong Kong, January 17, 2008 – Sony Corporation of Hong Kong Limited today announced the launch of its new Digital Single-lens Reflex (D-SLR) camera α 200, the successor model to the α 100. Positioned as an entry-class model, the α 200 combines advanced SLR features and other digital imaging innovations by Sony, offering 10.2mega-pixel high resolution CCD, BIONZ™ Image Processing Engine and ISO3200 sensitivity, the highest among current entry-class D-SLR cameras. Its built-in Super SteadyShot™ image stabilization, which is compatible with all α lenses, eliminates blurring caused by inevitable hand movements, ensuring sharp and vivid images. Coupled with other proven features like D-Range Optimizer¹, anti-dust protection system, high precision centre-cross 9-point autofocus sensor incorporating Sony's unique eye-start activation and a long battery life of up to 750 shots on a single charge, the α 200 is set to challenge the entry-class D-SLR camera market with top-notch performance.

The α 200 incorporates several key technologies and features that assure excellent picture quality and results under a wide range of shooting conditions:

Effective 10.2 mega-pixel CCD, BIONZ™ Image Processing Engine, D-Range Optimizer and High ISO Sensitivity for True-to-life Image Quality

The α 200 features a 10.2 mega-pixel APS-C size (23.6mm x 15.8mm) CCD sensor and BIONZ™ Image Processing Engine, a perfect combination of hardware and software which pushes the performance of the α lenses to the limits and delivers images that are rich in detail, contrast and colour while ensuring low noise than ever before. The exposure accuracy and white balance performance have also been improved upon, enabling a more natural and accurate image reproduction.

The α 200 incorporates the enhanced D-Range Optimizer, which ensures more natural, evenly-exposed pictures, especially when shooting high-contrast and strong backlit scenes. The exposure and tone of images are automatically adjusted according to shooting conditions and users can select from Standard Mode to optimize brightness and contrast of the entire image or Advanced Mode to optimize separate areas of the image, resulting in more natural images as perceived by the human eye.

The α 200 also offers ISO3200 sensitivity, currently the highest level among entry-class D-SLR cameras. Faster shutter speeds reduce blurring and increase shooting opportunities in

¹ D-Range Optimizer uses technology provided by Apical Limited.

low-lit places and the High ISO Noise Reduction feature activates at ISO1600 or ISO3200 setting to minimize graininess of the finished image.

Super SteadyShot™ and Anti-Dust System Deliver Sharper & Spot-free Images

The popular body-integrated Super SteadyShot™ image stabilization system in the α series has been enhanced in the α 200 with an improved control algorithm, which enables users to shoot at shutter speeds of 2.5 to 3.5 steps slower. This prevents blurring caused by camera shake and is especially useful for scenes which normally require a tripod or flash.

The α 200 also has a special anti-dust coating on the low-pass filter to prevent dust build-up. In addition, the Super SteadyShot™ image stabilization mechanism is activated to dislodge dust each time the camera is turned off. Both methods free the user the hassle of manually cleaning the camera and editing spots on the images.

High Performance Centre-Cross 9-Point Autofocus System and Sony's Unique Eye-Start Activation

With the wide coverage of the centre-cross 9-point autofocus sensor and Sony's unique Eye-Start activation, the user can automatically focus on the object by looking through the viewfinder and capture the subject immediately. Lens drive time has been greatly reduced compared to the α 100 and response further enhanced by employing the same motor as used in the high-end α 700 model. With the improved autofocus control algorithm, low contrast and fast moving subjects can be easily focused on, enabling quick capture at the precise moment.

Easy-to-view large 2.7-inch Clear Photo LCD Display

The generous 2.7" Clear Photo LCD display features a high 230,400-pixel resolution for accurate reproduction of the fine details and subtle tones. Its wide viewing angle enables the user to view, play back and share images with everyone viewing the display at any angle. In addition, users can also check the brightness and colour balance of captured images, as well as do fast search for images on the index displays.

Expanded Creative Styles for Image Finishing

For the perfect finishing, the Creative Style function allows users to select from 8 different pre-set finish modes - Standard, Vivid, Portrait, Landscape, Night View, Sunset, Black and White and Adobe RGB - to customise the contrast, saturation² and sharpness of the image and to suit the scene and user's intention.

Sony Digital SLR camera α 200 is available in two packages – DSLR-A200K single lens kit (the α 200 body with α lens SAL1870) and DSLR-A200W double lens kit (the α 200 body with α lenses SAL1870 and SAL75300). Both packages will be launched from the end of January 2008.

For customer enquiries, please contact Sony's 24-hour customer service hotline at 2345-2966.

² Saturation cannot be set when Black & White is selected.

Other Features of Sony Digital SLR Camera α200

- 1) Camera Function Display with frequently used menu list can be called up with a press of the Function button. Users can easily access the setting options shown on the Camera Function Display including the Flash Mode, Autofocus Mode, White Balance, Metering Mode, AF Area and D-Range Optimizer.
- 2) High density InfoLITHIUM™ battery pack NP-FM500H with a long battery life up to approximately 750 shots³ on a single full charge. Remaining battery power is indicated in a percentage with a 5-level icon display, enabling precise power management.
- 3) Built-in flash pops up and fires automatically when needed (in AUTO or scene selection mode).
- 4) Continuous shooting at 3 fps can record JPEG images in Fine mode until the card is full⁴.
- 5) More precise exposure control is available with 3 metering modes: Multi-segment (40-segment honeycomb), Center-weighted and Spot.
- 6) Bright and easy-to-view Optical Viewfinder offers 95% coverage and 0.83x magnification.
- 7) Scene Selection offers the best shooting setup for specific types of scenes.
- 8) Easy-to-use software include:
 - Image Data Converter SR
 - Image Data Lightbox SR
 - Picture Motion Browser

Optional Accessories

- Vertical Grip - VG-B30AM
- LCD Protective Cover - PCK-LH2AM
- LCD Protective Sheet - PCK-LS2AM
- Soft Carrying Case - LCS-AMLC3
- Eyepiece Cup - FDA-EP3AM

³ The maximum number of shots complies with CIPA standards (50% internal flash usage). The actual number of shots differs according to environmental or shooting conditions.

⁴ Number of recordable frames varies according to the type of memory card, shooting conditions and other factors.

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit Sony's web site on www.sony.com.hk

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Specifications for Sony's Digital SLR Camera α 200

Type		Digital SLR camera with built-in flash and interchangeable lenses	
Lens Compatibility		Sony α lenses, Minolta and Konica Minolta AF lens	
Image Sensor	Image Sensor	APS-C size (23.6 x 15.8mm), RGB primary colour filters	
	Effective Pixels	Approx. 10.2 megapixels	
	Total Pixels	Approx. 10.8 megapixels	
	Anti-Dust Function	Charge protection coating on low pass filter and image-sensor shift mechanism	
	ISO Sensitivity Range	AUTO, 100 to 3200 (in 1-step increments, Recommended Exposure Index)	
	AD Conversion	12-bit	
Recording	Recording Format	JPEG (DCF2.0, Exif 2.21), RAW (Sony ARW 2.0 format), RAW + JPEG	
	Image Size	Aspect Ratio: 3:2	L size: 3872 x 2592 (10M), M size: 2896 x 1936 (5.6M), S size: 1920 x 1280 (2.5M)
		Aspect Ratio: 16:9	L size: 3872x2176 (8.4M), M size: 2896x1632 (4.7M), S size: 1920x1088 (2.1M)
	Image Quality Modes	Standard, Fine, RAW+JPEG, RAW	
	Media	CompactFlash (Type I, Type II), Microdrive *Separately sold "Memory Stick Duo Adapter for CompactFlash Slot AD-MSCF1" is necessary to use Memory Stick Duo/Memory Stick PRO Duo/Memory Stick PRO-HG Duo	
	Noise Reduction	Long exposure NR: On/Off selectable, available at shutter speeds longer than 1 sec., High ISO NR: On/Off selectable, available at ISO 1600 or higher	
	Color Space	sRGB, Adobe RGB	
	Other Features	Creative Style, D-Range Optimizer (Off, Standard, Advanced)	
White Balance	Modes	Auto, Daylight, Shade, Cloudy, Tungsten, Fluorescent, Flash, Color Temperature/Color Filter, Custom	
	Bracketing	3 exposures, H/L level selectable	
Focus Control	Type	TTL phase detection system	
	Sensor	CCD line sensors	
	Focus Point	9 points	
	Sensitivity Range	0EV – 18EV (ISO100)	
	Modes	AF/MF selectable (AF mode includes Single-shot AF, Automatic AF, Continuous AF)	

	Focus Area	Wide, Spot, Local (9 local areas selectable)	
	Features	Predictive control, Focus lock, Eye-start AF, AF illuminator (Built-in flash, Range: approx. 1-5m)	
Exposure Control	Metering	Type	TTL metering
		Sensor	40-segment honeycomb-pattern SPC
		Sensitivity Range	1EV – 20EV (3EV – 20EV in spot metering mode) (at ISO100 with F1.4 lens)
		Modes	Multi-segment, Center-weighted, Spot
	Exposure	Modes	Auto, Program auto (with Program Shift), Aperture priority, Shutter priority, Manual, Scene selection (Portrait, Landscape, Macro, Sports, Sunset, Night portrait / Night view)
		Exposure Compensation	±2EV (in 0.3-step increments)
Bracketing		3 continuous or single exposures selectable, in 0.3 or 0.7-step increments	
Viewfinder	Type	Fixed eye-level, penta-Dach-mirror	
	Coverage	95%	
	Magnification	0.83x (with 50mm lens at infinity, +1.0m ⁻¹)	
	Diopter Adjustment	-2.5 - +1.0m ⁻¹	
	Eye-point	Approx. 17.6mm from the eyepiece lens, 13.5mm from the eyepiece frame	
	Screen	Spherical Acute Matte	
LCD Monitor	Type	2.7-inch type, TFT (Clear Photo LCD)	
	Total Number of Dots	230,400 dots	
	Brightness Adjustment	Selectable in 5 steps	
Shutter	Type	Electronically-controlled, vertical-traverse, focal-plane type	
	Range	1/4000 to 30 sec., Bulb	
	Flash Sync Speed	1/160 sec.	
Super SteadyShot™ (Image Stabilization)	Type	Image-sensor shift mechanism	
	Indication	Super SteadyShot scale and Camera-shake warning in the viewfinder	
	Compensation Effect	Equivalent to approx. 2.5 to 3.5 steps in shutter speeds (varies according to shooting conditions and lens used)	
Built-in Flash	Pop-up	Auto	
	Guide Number	GN12 (in meters at ISO100)	
	Flash Coverage	18mm in the focal length of lens attached	
	Control	ADI, Pre-flash TTL	
	Flash Compensation	±2EV (in 0.3-step increments)	
	Modes	Auto, Auto (Flash-off), Fill-flash, Red-eye reduction, Rear sync, Slow sync, Hi-speed sync., Wireless	

	Flash Bracketing	3 exposures in 0.3 or 0.7-step increments
	Recycling Time	Approx. 4 sec.
Drive	Modes	Single, Continuous, Self-timer (10/2 sec. delay selectable)
	Continuous Shooting Speed	Max. 3 fps (approx.)
	Number of Frames Recordable	JPEG (L size, Fine): Until memory card is full, RAW: 6 images, RAW+JPEG: 3 images
Playback	Modes	Single (with or without shooting information, with 4 previous/following images, RGB histogram & highlight/shadow warning), 4/9/25-frame index view, enlarged display mode (Max. zoom - L size: 12x, M size: 9.1x, S size: 6.1x), Image orientation, Slideshow
Interface	PC Interface	USB2.0 Hi-speed (mass-storage, PTP) OS: Microsoft Windows 2000 Professional / XP Home Edition / XP Professional / Vista Home Basic / Vista Home Premium / Vista Ultimate / Vista Business / Vista Enterprise Mac OS X (v10.13 or later)
	Video output	NTSC / PAL selectable
Print	Compatible standards	Exif Print, Print Image Matching III, PictBridge
Power	Battery	One Rechargeable Battery Pack NP-FM500H *NP-FM55H for DSLR-A100 is not usable.
	Battery Performance	Approx. 750 images (CIPA standard)
	External Power Source	AC Adapter/Charger AC-VQ900AM (sold separately)
Weight		Approx.532 g (1 lb 2.8 oz) (without battery, memory card, accessories)
Dimensions (W x H x D)		Approx. 130.8 x 98.5 x 71.3 mm (5 1/4 x 4 x 2 7/8 inches) (excluding protrusions)
Operating Temperature		32 - 104°F (0 - 40 °C)