



Press Release

Sony Debuts World's Most Compact¹ Full HD Camcorder *Full HD on the go with Handycam® HDR-TG1/E*

Hong Kong, April 22, 2008 – Sony Corporation of Hong Kong Limited expanded its Handycam® line-up with the addition of the world's most compact¹ Full High Definition (HD) camcorder – Handycam® HDR-TG1/E. Created around Sony's new concept of “My HD to Go”, the HDR-TG1/E is a pocket-sized camcorder designed to enable users to catch every moment in life in stunning Full HD and enjoy their showtime, anytime.

Measuring merely 32 x 119 x 63mm in dimensions and 240g² in weight, the Handycam® HDR-TG1/E is the smallest, slimmest and lightest camcorder ever to deliver 1920 x 1080i Full HD recording with latest face detection technology and 5.1-channel surround sound recording.

The HDR-TG1/E's high-fashion look is guaranteed to stand out anytime, anywhere thanks to its vertical design, lightweight but robust structure. The Handycam® HDR-TG1/E is the world's first camcorder featuring a pure titanium chassis. Moreover, the chassis is finished with a Premium Hard Coating approximately four times stronger than normal industry standard. This unique construction offers exceptional scratch-resistance to allow for everyday use with minimal wear and tear.

“Sony is proud to empower consumers with the freedom to take Full HD enjoyment with them whenever they wish and wherever they go,” said Mr. Koichi Tsunematsu, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited. “The ultra-compact, lightweight and slim architecture as well as the stylish design of Handycam® HDR-TG1/E make it ideal for carrying around. Consumers can capture any unexpected moments in breathtaking Full HD quality and detail at all times in a convenient way like never before.”

Every moment is an HD moment

The HDR-TG1/E delivers high-resolution recording without sacrificing recording times. Shooting on Memory Stick PRO Duo™ media means there is no need to carry bulky tapes or discs for any favourable moments. With the optional 16GB Memory Stick PRO Duo™, you can shoot up to two hours of high-definition videos in Full HD 1920x1080i mode or as many as 7,700 still images at 4-mega pixel resolution.

Beautiful faces and sound

The intelligent Face Detection technology automatically allocates more pixels to human faces, optimising focus, exposure and colour balance for natural-looking skin tones. The Handycam® HDR-TG1/E identifies up to eight faces on the camcorder's LCD frame for shooting beautifully realistic videos and still pictures of friends and family.

¹ As of April 2008

² Main unit without battery

Sound quality is just as important as great pictures. Dolby© Digital 5.1 surround sound is further enhanced by an in-built zoom microphone that automatically picks up sound from foreground objects in a focused manner.

Unsurpassed picture quality

Slim and stylish in form, the Handycam® HDR-TG1/E makes no compromise on its technology. Delivering the best possible Full HD experience on the go, the HDR-TG1/E is equipped with a Carl Zeiss Vario-Tessar lens for best picture quality. The ClearVid™ CMOS sensor featuring Exmor™-derived technology together with the powerful BIONZ™ Image Processing Engine bring vivid, crisp and magnificent image quality for videos and still images alike.

In addition, the D-Range Optimiser suppresses “blackout” in subjects and “whiteout” in brightly lit environments to ensure natural and evenly-exposed pictures when shooting high contrast and backlit scenes. With Sony x.v.Colour technology, images can be checked with excellent colour accuracy on the 2.7-inch Clear Photo LCD Plus.

The HDR-TG1/E captures still pictures at up to 4-mega pixel resolution. In dual recording mode, unlimited 2.3-mega pixel still shots can be taken without interrupting video recording. Besides, the Smooth Slow Recording function can record at 240 frames per second, stretching a 3-second clip over 12 seconds, so that quick movements that cannot usually be seen by the naked eye can now be revealed with creativity.

Intuitive operation

The HDR-TG1/E’s trendy, elegant and sleek design is complemented by easy, intuitive operation via the LCD touch screen. With the “Quick On” feature, the HDR-TG1/E is ready for action within a second of flipping open the bright, clear 2.7-inch (16:9) 211k Clear Photo LCD Plus touch panel. Best of all, you will then never miss a single shot.

Share your every HD moments with ease

Thanks to BRAVIA Sync, sharing Full HD content captured by the HDR-TG1/E with everyone you want is just an HDMI cable away. Simply connect the HDR-TG1/E to the **BRAVIA** LCD TV to enjoy optimised videos and images in vibrant detail and true-to-life colours. Adding to the excitement, the natural beauty of each photo taken by the HDR-TG1/E can also be enjoyed at its best in PhotoTV HD mode.

Easy image browsing and editing

The intuitive interface of the HDR-TG1/E ensures user-friendly experience from shooting, viewing to image editing all the way. Tracking down your favourite scenes on the touch panel is an absolute breeze. In addition to Visual Index, search can be done by Film Roll Index that displays thumbnails of scenes captured at specific intervals, or by Face Index that selects scenes with faces captured using Face Detection technology.

Image editing is hassle-free with the Divide function for cutting out specific sections of a video footage. Besides, files stored on Memory Stick can be transferred speedily onto a DVD with the One Touch Disc Burn button. Alternatively, the Easy PC Backup feature creates backup copies of footages on a PC automatically.

High Definition & Standard Definition Recording Times of Handycam® HDR-TG1/E:

| HD Picture Quality Mode | 2GB Memory Stick | 4GB Memory Stick (supplied) | 8GB Memory Stick | 16GB Memory Stick |
|------------------------------|---------------------------|-----------------------------|----------------------------|-----------------------------|
| AVC HD 16M (FH) (1920x1080i) | Approx. 10 min | Approx. 25 min | Approx. 55 min | Approx. 1 hour and 50 min |
| AVC HD 9M (HQ) | Approx. 25 min | Approx. 55 min | Approx. 1 hour and 55 min | Approx. 3 hours and 50 min |
| AVC HD 7M (SP) | Approx. 30 min | Approx. 1 hour and 5 min | Approx. 2 hours and 20 min | Approx. 4 hours and 40 min |
| AVC HD 5M (LP) | Approx. 40 min | Approx. 1 hour and 25 min | Approx. 3 hours | Approx. 5 hours and 55 min |
| SD Picture Quality Mode | 2GB Memory Stick | 4GB Memory Stick (supplied) | 8GB Memory Stick | 16GB Memory Stick |
| 9M (HQ) | Approx. 25 min | Approx. 55 min | Approx. 1 hour and 55 min | Approx. 3 hours and 50 min |
| 6M (SP) | Approx. 40 min | Approx. 1 hour and 20 min | Approx. 2 hours and 50 min | Approx. 5 hours and 40 min |
| 3M (LP) | Approx. 1 hour and 20 min | Approx. 2 hours and 40 min | Approx. 5 hours and 25 min | Approx. 10 hours and 55 min |

Memory Stick media compatible with video recording are Memory Stick PRO Duo™ (supported by both types with and without Mark II indication), and Memory Stick PRO-HG Duo™.

Order now

Pre-ordering for the Handycam® HDR-TG1/E runs from April 22 to 27, 2008 at Sony Style stores, Sony Style Online (www.sonymstyle.com.hk) and Sony 24-hour tele-sales hotline at 2345-2966 as well as authorised dealers. The Handycam® HDR-TG1/E comes with a range of special packages. For details, please visit Sony web site at www.sony.com.hk.

The HDR-TG1/E will be available from the end of April 2008 at the suggested retail price of HK\$6,980.

For customer enquiries, please contact Sony 24-hour customer service hotline at (852) 2345-2966.

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Specifications of Sony Full HD Handycam® HDR-TG1/E

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|----------------------------------|---|---|
| Model | Handycam® HDR-TG1/E | |
| Image Sensor | 1/5" ClearVid™ CMOS Sensor with "Exmor" derived Technology | |
| Pixels for Still Image Recording | Max. 4.0 mega pixels (2,304 x 1,728, 4:3) | |
| Gross pixels | Approx. 2,360K pixels | |
| Effective Pixels | Movie | Approx. 1,430K pixels (16:9) , 1,080K pixels (4:3) |
| | Still | 1,490K pixels (16:9) , 1,990K pixels (4:3) |
| Minimum Illumination | NTSC: 5 lux (Auto Slow Shutter ON, 1/30 Shutter Speed) PAL: 5 lux (Auto Slow Shutter ON, 1/25 Shutter Speed) | |
| Lens (Filter Diameter) | Carl Zeiss Vario-Tessar Lens | |
| Zoom | Movie | Optical: 10x Digital: 20x |
| | Still | Optical: 10x |
| SteadyShot™ | Super SteadyShot™ | |
| Recording Media | Movie | Memory Stick PRO Duo™* Memory Stick PRO-HG Duo™ |
| | Still | Memory Stick Duo™ Memory Stick PRO Duo™* Memory Stick PRO-HG Duo™ |
| Video Recording | HD: MPEG4 AVC / H.264 SD: MPEG2 | |
| Still Image Size | Photo Mode | Approx. 4,000K pixels (2,304 x 1,728, 4 : 3) Approx. 3,000K pixels (2,304 x 1,296, 16 : 9) Approx. 1,900K pixels (1,600 x 1,200, 4 : 3) Approx. 300K pixels (640 x 480, 4 : 3) |
| | Movie Mode | Approx. 2,300K pixels (2,016 x 1,134, 16 : 9) 1,700K pixels (1,512 x 1,134, 4 : 3) |
| Flash | Intelligent Flash | |
| LCD Monitor | 2.7" (16:9), 211k Clear Photo LCD Plus | |
| Easy Handycam® | Yes | |
| Tele Marco | Yes | |
| Colour Slow Shutter | Yes | |
| Scene Selection | Auto, Twilight, Twilight Portrait (Still images only), Candle, Sunrise & Sunset, Fireworks, Landscape, Portrait (Soft Portrait), Spotlight, Beach, Snow | |
| Digital Effect | Old Movie | |
| Picture Effect | Sepia, Monotone, Pastel | |
| Fader | White, Black | |
| InfoLITHIUM Battery | Yes | |
| Stamina | Approx. 1 hour 35 minutes (with NP-FH50, backlight OFF) | |
| PictBridge | Yes | |

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| Interfaces | <p>< Handycam® ></p> <ul style="list-style-type: none"> - HDMI Mini Connector - A/V Remote jack - DC-IN |
| | <p>< Handycam Station ></p> <ul style="list-style-type: none"> - A/V OUT jack - USB jack (USB 2.0 Hi-Speed) ** - DC-IN |
| Supplied Accessories | <ul style="list-style-type: none"> - 4GB Memory Stick PRO Duo™ (Mark II) - AC adaptor (AC-L200) - Power cord - InfoLITHIUM rechargeable battery (NP-FH50) - Handycam® Station - Wrist Strap - Component A/V cable - A/V cable - USB cable (long & short) - Dedicated USB Terminal Adaptor - USB adaptor cap - CD-ROM (“Picture Motion Browser” for Microsoft® Windows®, Handycam® Handbook) |

* Supported by both types with and without Mark II indication.

** Does not support USB IN.