



## Press Release

### **Sony Presents World's First AVCHD Camcorder with Smile Shutter and Face Detection Technology<sup>1</sup>**

*The high performance Handycam® HDR-CX12/E features Full HD video recording  
and 10.2 megapixel still image quality*

**Hong Kong, June 19, 2008** – Sony Corporation of Hong Kong Limited today launched its latest High Definition (HD) Handycam® HDR-CX12/E, the world's first camcorder with Smile Shutter and Face Detection technology. Based on the AVCHD encoding technology, the Handycam® HDR-CX12/E is able to deliver an impressive 1920 x 1080i Full HD recording and 10.2 megapixel still image quality. In addition, the HDR-CX12/E features a ClearVid™ CMOS sensor with Exmor™-derived technology, combined with the BIONZ™ image processing engine to achieve video and still image capture with high sensitivity and low noise.

As the world's first camcorder with Smile Shutter technology, the Handycam® HDR-CX12/E detects smiles and automatically takes a 7.6 megapixel still image of the scene during video recording and even under the standby mode (Always-ON setting). The smile sensitivity and smile priority settings in addition allow users to customize the level of smile detection (high, medium, low) and subject focus (adult or child). The camcorder also features Optical SteadyShot™ that enables users to shoot blur-free videos without any deterioration in image quality which is especially useful when capturing children in motion. Furthermore, the BIONZ™ image processing engine supports Face Detection technology and automatically optimises focus, exposure and skin tone while shooting still and moving images.

Capturing superior picture quality is guaranteed thanks to the x.v. Colour and Carl Zeiss Vario-Sonnar T\* lens. Matching its crisp visuals with high quality audio, the camcorder's built-in zoom microphone offers realistic surround sound that complements its high resolution images. Supporting 5.1 channel Dolby Digital surround sound, the zoom microphone focuses sound capture on the desired object, resulting in crisp audio clarity. By employing an optional wireless microphone, users can also record distant sound with accuracy, even in busy or distant locations.

Using the Memory Stick™ as the recording media, the HDR-CX12/E packs a great array of advanced digital imaging technologies in an ultra compact body measuring 69x67x129mm.

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<sup>1</sup> As of June 2008

Recording up to 240 fields per second, Smooth Slow Recording on the Handycam® allows users to capture a three-second video as a smooth 12-second slow-motion video. Equipped with the Dual Recording function, the multi-tasking HDR-CX12/E is also able to take 7.6 megapixel high resolution still images while recording HD video.

Similar to its predecessors, the Handycam® is designed for convenient video capture and playback. With the BRAVIA Sync feature, videos and photos from the Handycam® can be viewed directly on any compatible **BRAVIA** LCD TV by simply connecting both devices with a HDMI cable and using the BRAVIA remote control. Likewise, consumers will be able to enjoy detailed expression of subtle textures and colours with the PhotoTV HD function by connecting the Handycam® to any compatible **BRAVIA** LCD TV with a HDMI cable<sup>2</sup> or component AV cable.

Facilitating simple and fast data storage, the Handycam® is further engineered with the Easy PC Back-up function for convenient backup of Memory Stick™ data to a personal computer<sup>3</sup>. The hassle-free One Touch Disk Burn allows for videos and photos on the Handycam® to be easily replicated on AVCHD discs and DVDs with a press of a button on the supplied Handycam® Station. In addition, the user-friendly disc burning function ensures that only new footage is automatically transferred to DVD and excludes data that were transferred previously.

Sony's Handycam® HDR-CX12/E will be available from the end of July 2008 at the suggested retail price of HK\$8,980.

**High Definition & Standard Definition Recording Times**

<b>HD Picture Quality Mode</b>	<b>2GB Memory Stick™</b>	<b>4GB Memory Stick™ (supplied)</b>	<b>8GB Memory Stick™</b>	<b>16GB Memory Stick™</b>
AVCHD 16M (FH) (1920x1080i)	Approx. 10 min	Approx. 25 min	Approx. 55 min	Approx. 1 hour and 50 min
AVCHD 9M (HQ)	Approx. 25 min	Approx. 55 min	Approx. 1 hour and 55 min	Approx. 3 hours and 50 min
AVCHD 7M (SP)	Approx. 30 min	Approx. 1 hour and 5 min	Approx. 2 hours and 20 min	Approx. 4 hours and 40 min
AVCHD 5M (LP)	Approx. 40 min	Approx. 1 hour and 25 min	Approx. 3 hours	Approx. 5 hours and 55 min

<sup>2</sup> The BRAVIA TV will automatically switch to the appropriate mode when displaying photos.

<sup>3</sup> The bundled Picture Motion Browser PC software must be installed on the computer beforehand.

<b>SD Picture Quality Mode</b>	<b>2GB Memory Stick™</b>	<b>4GB Memory Stick™ (supplied)</b>	<b>8GB Memory Stick™</b>	<b>16GB Memory Stick™</b>
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, Memory Stick PRO-HG Duo (1GB or larger Memory Stick for HD recording mode and 512MB or larger Memory Stick for SD recording mode are recommended.)

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

**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 its web site on [www.sony.com.hk](http://www.sony.com.hk).

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## Specifications sheet for Handycam® HDR-CX12/E

Model Name		Handycam® HDR-CX12/E
Image Sensor		1/3.13 type ClearVid™ CMOS Sensor
Pixels for Image Recording	Still	Max. 10.2 Megapixel (3,680×2,760, 4:3)
Gross pixels		Approx. 5,660K pixels
Effective Pixels	Movie	Approx. 3,810K pixels (16:9)
	Still	Approx. 5,080K 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-Sonnar T* Lens (37mm)
Zoom	Movie	Optical: 12x Digital: 150x
	Still	Optical: 12x
SteadyShot™		Optical SteadyShot™, Active Lens Method
Recording Media	Movie	Memory Stick™ PRO Duo <sup>1</sup> Memory Stick™ PRO-HG Duo
	Still	Memory Stick™ Duo Memory Stick™ PRO Duo <sup>1</sup> Memory Stick™ PRO-HG Duo
Video / Audio Recording		Video: HD: MPEG4 AVC/H.264, SD: MPEG2 Audio: Dolby Digital 5.1ch / Dolby Digital 2ch
Still Image Size	Photo Mode	Approx. 10,200K pixels (3,680×2,760 4:3) Approx. 7,600K pixels (3,680×2,070,16:9) Approx. 6,100K pixels (2,848×2,136, 4:3) Approx. 1,900K pixels (1,600×1,200, 4:3) Approx. 300K pixels (640×480, 4:3)
	Movie Mode	Approx. 7,600K pixels (3,680×2,070,16:9) Approx. 5,700K pixels (2,760×2,070,4:3)
Flash		Yes (Intelligent Flash)
LCD Monitor		2.7" (16:9), 211k Clear Photo LCD Plus
Rec Start/Stop and Zoom Bottom		Yes
Easy Handycam®		Yes
Camera Control Dial		Adjustable functions: - Focus (default) - Camera brightness - AE shift - WB shift
Tele Marco		Yes

NightShot® / Super NightShot®	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	NTSC: Approx. 6 hours 35 minutes PAL: Approx. 7 hours 10 minutes (when backlight OFF, when using optional NP-FH100 InfoLITHIUM battery)
PictBridge™	Yes
Interfaces	<Handycam®> HDMI Mini Connector A/V Remote Jack Active Interface Shoe DC-IN  <Handycam®Station> A/V OUT Jack USB Jack (USB 2.0 Hi-Speed) <sup>2</sup> DC-IN
Supplied Accessories	AC adaptor (AC-L200) Power cord InfoLITHIUM rechargeable battery (NP-FH60) 4GB Memory Stick™ PRO Duo (Mark II) Handycam® Station Component A/V cable A/V cable USB cable Wireless Remote Commander (RMT-835) CD-ROM (“Picture Motion Browser” for Microsoft® Windows®, Handycam Handbook)

<sup>1</sup> Supported by both types with and without Mark II indication.

<sup>2</sup> It doesn't support USB IN.