

SONY

Press Release

Sony Expands Its Industry Leading High Definition Camcorder Line-up with New Handycam® HDR-FX1000/E



Hong Kong, October 17, 2008 – Sony Corporation of Hong Kong Limited today unveiled the new high definition Handycam® camcorder HDR-FX1000/E. Developed specially for video enthusiasts, the HDR-FX1000/E combines the latest generation Sony imaging innovation and advanced manual features for the best-ever HDV picture quality. It allows users to enjoy absolute creative control over capturing perfect HDV 1080i images on HDV tapes.

Equipped with a refined level of optical performance, the HDR-FX1000/E is the first camcorder to have a new Sony G lens with a 29.5mm (35mm equivalent) wide-end viewing angle. The two extra-low dispersion glass elements reduce chromatic aberrations caused by differences in light refraction to minimise colour fringing. The advanced 10-group, 15-element lens structure also features compound aspheric lenses for crisp, clear images even when shooting at high zoom ratios. Moreover, the new model offers a higher optical zoom range of 20x which can be boosted digitally by a factor of approximately 1.5x for powerful close-ups with the digital extender.

The superb light-gathering power of the G lens delivers an exceptional low-light sensitivity of 1.5lux (at 1/25 fixed shutter speed with auto iris and auto gain). The fixed lens is optimised to perfectly complement the cameras' advanced image sensor and image-processing technology.

The HDR-FX1000/E incorporates three of Sony's ClearVid 1/3-type" CMOS sensor chips, which are designed to provide high sensitivity, deep resolution, high-speed reading, low noise and a wider dynamic range. The CMOS sensors capture full HD 1920 x 1080 resolution, resulting in better picture quality when recorded onto miniDV tape in the HDV format (1440

pixels x 1080 lines). Each of the three sensors is dedicated to one colour - red, blue and green - for natural, more accurate colour reproduction.

With a 45-degree rotated pixel layout, the ClearVid CMOS sensor system offers outstanding pixel surface area while maintaining high resolution. The Exmor technology features a unique column-parallel analog-to-digital conversion technique and dual noise cancelling, resulting in digital signals with extremely low noise. Video and still image shooting in available light is enhanced further by Optical SteadyShot image stabilisation for clear results when you are shooting handheld.

The HDR-FX1000/E is Sony's first Handycam® camcorder to feature progressive scan at 1080/24p and 30p, giving video productions a film-like look. Using a two to three pull down, the 24P scanned image is converted to 60i for easy editing with user's existing software applications. The new CinemaTone Gamma™ and CinemaTone Color™ settings complement the 24P capabilities to create a rich dreamlike picture processing while three built-in neutral density filters provide exceptional light control even in extremely bright environments.

New to Handycam® camcorders, 25p progressive scanning mode captures lush, cinematic HD images as an alternative to interlaced (50i) recording. Signals scanned at 25p are converted to 50i before recording on tape, allowing progressive-scan images to be viewed and edited seamlessly in an existing HDV environment.

The camcorder comes with a high contrast 3.2-inch wide Xtra Fine LCD, which features a resolution (921k dots) four times higher than Clear Photo LCD technology, allows detailed evaluation of photo and video playback. Its 0.45-inch wide Xtra Fine (1227k dots) colour electronic viewfinder enables users to capture video more easily.

The HDR-FX1000/E enables video enthusiasts to define their own manual settings for iris, gain, white balance, shutter speed and focus for increased creativity and control. The camcorder's excellent ergonomic design is complemented by three assignable manual rings that put frequently used functions within convenient fingertip reach, including adjustments to zoom, focus and iris.

Sony HD Handycam® camcorder HDR-FX1000/E will be available from the beginning of November 2008 at the suggested retail price of HK\$32,980.

For customer enquiries, please contact Sony's 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.

Specifications sheet of Sony HD Handycam® Camcorder HDR-FX1000/E:

Model Name		HDR-FX1000/E
Lens		G Lens (Filter Diameter: 72mm)
Scan Mode		Progressive Scan Mode
Image Sensor		1/3-type" 3 ClearVid CMOS Sensor
Technology		CinemaTone Gamma™, CinemaTone Colour™
Pixels for Still Image Recording		Max. 1.2 Megapixels (1,440 x 810, 16:9)
Gross pixels		1,120,000 pixels x 3
Effective Pixels		16:9 Movie/Still: 1,040,000 pixels x 3
		4:3 Movie/Still: 778,000 pixels x 3
Minimum Illumination		1.5 lux
Movie Zoom		Optical: 20x When Digital Extender "ON": approx. 30x
Focus		Auto/Manual (ring)/One-push Auto/Infinity
F		F1.6~3.4
f (focal distance)		f=4.1~82mm
f (35mm conversion)		f=29.5~590mm (16:9), 36.1~722mm (4:3)
Image Stabilization System		Optical SteadyShot (Active Lens method)
Shutter Speed		1/3~1/10,000 sec (20 step)
White Balance		Auto / outdoor / indoor / One-push (A/B)
AE Shift		Yes
Backlight Compensation		Yes
Frame Rec / Interval Rec		Yes
Recording Media	Movie	miniDV tape
	Still	Memory Stick Duo media Memory Stick PRO Duo media Memory Stick PRO-HG Duo media
Video Recording		HD: MPEG2, SD: DV
Audio Recording		HD: MPEG1 Audio Layer II SD: PCM Digital Stereo
Still Image Size	Movie Mode	HDV/DV: 1,200K pixels (1,440×810, 16:9) DV: 900K pixels (1,080×810, 4:3)
	VCR Mode	HDV: 1,200K pixels (1,440×810, 16:9) DV: 300K pixels (640×480, 4:3) DV: 200K pixels (640×360, 16:9)
LCD Monitor		3.2 type (16:9), 921,000 dots, Touch Panel, Xtra Fine LCD
Viewfinder		0.45 type 1,227,000 dots, Xtra Fine
Rec Start/Stop and Zoom Buttons		Yes
Fader		White, Black
End Search		Yes
Battery		InfoLITHIUM Battery
Stamina		Approx. 7 hours (using separately sold NP-F970)

<p>Interfaces</p>	<ul style="list-style-type: none"> - Accessory Shoe - HDMI OUT jack - A/V Remote Connector - i.LINK jack - MIC jack - Headphone jack - LANC jack - DC IN jack
<p>Supplied Accessories</p>	<ul style="list-style-type: none"> - AC Adaptor - Power cord - Rechargeable battery pack (NP-F570) - Component A/V cable - A/V connecting cable - Large eyecup - Lens hood with lens cover - Wireless Remote Commander (RMT-831) - Operation Manual