

SONY

Press Release

Sony Introduces New Entry-Level α Digital SLR Camera Range

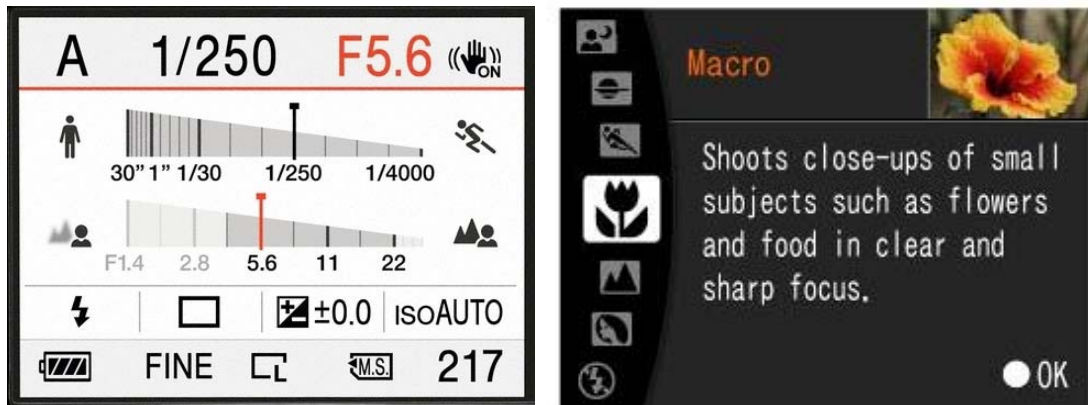
Designed with first-time Digital SLR users in mind, the new α cameras deliver increased usability combined with outstanding image quality



Hong Kong, May 19, 2009 – Sony Corporation of Hong Kong Limited presents two new entry-level α Digital SLR cameras, α 380 and α 330, delivering greater usability to first-time Digital SLR users. The latest α cameras offer an all-new Graphic User Interface (GUI), lightweight and stylish design, and high performance features, allowing users to intuitively understand Digital SLR camera functions and capture images effortlessly. The α 380 and α 330 sport Sony's unique Quick AF Live View technology for quick and easy live view operation.

Simple, Intuitive User Interface

Featuring colourful Graphic Display option, the latest α cameras enable first-time users to easily navigate through the cameras' menus, functions and settings, helping them realise the practical benefits of a Digital SLR camera. Users can easily choose between three shooting display modes: Graphic, Standard and None. In the default "Graphic" setting, this new display option lets entry-level Digital SLR users easily grasp the relationship between aperture and shutter speed, and understand the effect that each has on photographic results through icons and graduated scales.



4 background color options (white, pink, brown, or black) for the interface are also available. Each of the 6 Scene Selection modes has its own Help Guide and a sample photo.

Likewise, the on-screen Help Guide is available in multiple languages and provides concise explanations with shooting tips and sample photos to help new Digital SLR users make full use of their cameras. For fuss-free scene selection, the mode dial on the top of the camera offers instant access to 6 Scene Selection modes. As a plus, a warning message with suggested alternative actions is displayed if users attempt to apply an invalid setting. Making the cameras even easier to use, the number of controls has been reduced from 19 to 13, and 7 of the most frequently used controls are consolidated on the right side of the camera to enable easy operation with just one hand.

Quick AF Live View, 14.2-megapixel CCD, SteadyShot® INSIDE



Variable-angle LCD screen available on the α380 and α330

The α380 and α330 are equipped with Quick AF Live View, a Sony-exclusive feature that enables users to benefit from the speed and accuracy of phase-detection auto focus even when using the LCD screen to frame their subjects. The variable-angle 2.7-inch Clear Photo LCD also enables wider range of monitor movement. It can now be tilted downwards by 55° and upwards by 135°, giving more freedom in shooting for users. A new Auto Brightness Control function also improves visibility of pictures over previous models by monitoring surround light levels and

automatically boosting LCD monitor brightness. Furthermore, the cameras also feature an exclusive Eye-Start function that automatically activates the auto focus when the user is looking through the viewfinder.

Adding to the array of high performance features, the **α380** is equipped with 14.2-megapixel CCD image sensor, while the **α330** sports 10.2-megapixel CCD image sensor. These large, APS-C type CCD sensors support the effective capturing of light and enable users to record brilliant images that are high resolution and rich in tonal gradation. Combined with the high-speed BIONZ™ image processing engine, users are assured of true-to-life images that feature reduced noise, high quality and high-resolution imaging. Moreover, both cameras sport SteadyShot® INSIDE image stabilisation which automatically counters unwanted camera shakes. Users will be able to enjoy blur-free pictures each time as the SteadyShot® INSIDE image stabilisation system is made to work with any **α** lens.

HDMI, BRAVIA Sync, Dual Media Slots

Sharing stunning Digital SLR photos with friends and family is again made hassle-free for users as the new **α** cameras are the first entry-level **α** series cameras to be equipped with HDMI outputs for high-quality Full HD photo display on HDTVs. Both cameras support PhotoTV HD which allows playback of optimised Full HD images, when connected to a compatible Sony **BRAVIA** LCD TV in photo mode. BRAVIA Sync compatibility also increases convenience for users, allowing them to use a single **BRAVIA** LCD TV remote to control a variety of HDMI-linked Sony devices, including the **α** cameras. Adding further ease, the cameras also sport dual memory card slots. The Memory Stick Duo slot supports high-capacity Memory Stick PRO Duo™ and Memory Stick PRO-HG Duo™ media, including the latest Memory Stick PRO-HG Duo™ HX cards, so compatibility is not an issue. The additional SD (Secure Digital) slot is SDHC-compliant as well.

New Lenses and Accessories

Sony is also pleased to introduce new lenses and system accessories, including four new lenses designed for APS-C size DSLR cameras: the compact size DT 18-55mm F3.5-5.6 SAM standard zoom lens and DT 55-200mm F4-5.6 SAM telephoto zoom lens, the big aperture DT 50mm F1.8 SAM fixed focal length lens that is well suited for portrait use, and the life size macro-capable DT 30mm F2.8 Macro SAM. All four lenses are fitted with the new Smooth Autofocus Motor (SAM) for faster and quieter auto focus operation. Additionally, the new HVL-F20AM external flash unit is an easy-to-use flash that is slim and stylish enough to be connected to the camera permanently if preferred.

Sony and the Environment

Sony is consistently engaged in a review of our manufacturing operations and business practices to ensure products are developed in an environmentally responsible manner. As part of company-wide efforts to recycle valuable resources and maintain the strictest quality control, a significant

portion of the external body of these cameras is made from high-quality recycled polycarbonate¹. Using exclusive technologies and equipment developed by Sony, the high-quality polycarbonate is extracted from waste CDs that have been stripped of their surface coating and mixed with other resins and additives, before being made into external body components for the **α** cameras.

Other Features:

- Improved Center-cross 9-point AF system
- Evolved D-Range Optimizer and auto white balance adjustment using technologies derived from the top-of-line **α900**
- Versatile drive modes including a new multi-shot self-timer that can take 3 frames or 5 frames after a 10-second delay, and a new Remote Commander mode for the use of the optional Remote Commander RMT-DSLR1
- Anti-dust protection
- Improved bundled software: PMB (Picture Motion Browser) for photo library management, Image Data Converter SR and Image Data Lightbox SR
- Fully compatible with Sony **α** lenses, Minolta and Konica Minolta AF lenses

Availability of α cameras, lenses and accessories:

Models	Availability
DSLR-A330L single lens kit with DT 18-55mm F3.5-5.6 DSLR-A330Y double lens kit with DT 18-55mm F3.5-5.6 and DT 55-200mm F4-5.6 SAM	June 2009
DSLR-A380L single lens kit with DT 18-55mm F3.5-5.6 DSLR-A380Y double lens kit with DT 18-55mm F3.5-5.6 and DT 55-200mm F4-5.6 SAM	July 2009
DT 18-55mm F3.5-5.6 SAM lens	June 2009
DT 55-200mm F4-5.6 SAM lens	June 2009
DT 50mm F1.8 SAM lens	June 2009
DT 30mm F2.8 Macro SAM lens	October 2009
HVL-F20AM flash	July 2009

For customer enquiries, please contact Sony sales and services hotline at (852) 2345-2966.

¹ High-quality recycled polycarbonate is recovered during CD manufacturing operations at Sony Music Manufacturing Inc

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.

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Key specifications of Sony new α Digital SLR α 380 and α 330

	DSLR-A380	DSLR-A330
System		
Camera Type	Digital SLR camera with built-in flash and interchangeable lenses	
Lens Compatibility	Sony α lenses, Minolta and Konica Minolta AF lenses	
Image Sensor		
Sensor Type	APS-C size (23.5 x 15.7mm) with RGB primary color filters	APS-C size (23.6 x 15.8mm) with RGB primary color filters
Effective Pixels	Approx. 14.2 megapixels	Approx. 10.2 megapixels
Total Pixels	Approx. 14.9 megapixels	Approx. 10.8 megapixels
Anti-Dust Function	Charge protection coating on low pass filter and image-sensor shift mechanism	
Recording		
Recording Format	JPEG (DCF Ver. 2.0, Exif Ver. 2.21, MPF Baseline compliant), DPOF compatible, RAW (Sony ARW 2.1 format), RAW+JPEG	
Image Size	<Aspect Ratio 3:2> L size: 4592 x 3056 (14M), M size: 3408 x 2272 (7.7M), S size: 2288 x 1520 (3.5M) <Aspect Ratio 16:9> L size: 4592 x 2576 (12M), M size: 3408 x 1920 (6.5M), S size: 2288 x 1280 (2.9M)	<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: 3872 x 2176 (8.4M), M size: 2896 x 1632 (4.7M), S size: 1920 x 1088 (2.1M)
Image Quality Modes	RAW, RAW+JPEG, Fine, Standard	
Media	Memory Stick PRO Duo™, Memory Stick PRO-HG Duo™, Memory Stick PRO-HG Duo™ HX, SD and SDHC memory cards	
Noise Reduction	Long Exposure NR: On/Off selectable, available at shutter speeds longer than 1sec., High ISO NR: On/Off selectable, available at ISO 1600 or higher	
Colour Space	sRGB, Adobe RGB	
Other Features	Creative Style (Standard, Vivid, Portrait, Landscape, Night view, Sunset, B/W), Contrast (-3 to +3 steps), Saturation (-3 to +3 steps), Sharpness (-3 to +3 steps), D-Range Optimizer (Off, Standard, Advanced)	
White Balance		
Modes	Auto, Daylight, Shade, Cloudy, Tungsten, Fluorescent, Flash, Custom	
Focus Control		
Type	TTL phase detection system	
Sensor	CCD line sensors	
No. of Focus Points	9 points	
Sensitivity Range	EV 0-18 (ISO100)	

Modes	AF/MF selectable; AF modes: Single-shot AF, Automatic AF, Continuous AF
Focus Area	Wide (Up to 3 active focus points glow in viewfinder mode), 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: EV 2-20 (EV 4-20 in spot metering mode at ISO100 with F1.4 lens) Modes: Multi-segment, Center-weighted, Spot
Exposure	Modes: Programmed AE (Auto, Auto-Flash Off, P), Aperture priority, Shutter Priority, Manual, Scene Selection (Portrait, Landscape, Macro, Sports, Sunset, Night portrait / Night view) Exposure Compensation: ± 2 EV (in 0.3 EV steps) Bracketing: 3 continuous exposures, in 0.3 or 0.7 EV steps ISO Sensitivity Range: Auto, 100 to 3200 (in 1 EV steps, Recommended Exposure Index)
Viewfinder	
Type	Fixed eye-level, penta-Dach-mirror
Coverage	95%
Magnification	0.74x (with 50mm lens at infinity, -1m^{-1})
Diopter Adjustment	-3.0 to $+1.0\text{m}^{-1}$
Eye Point	Approx. 19.7mm from the eyepiece lens, 14.1mm from the eyepiece frame (CIPA standard)
Screen	Spherical Acute Matte
LCD Monitor	
Type	2.7-inch type, TFT (Clear Photo LCD)
Total Number of Dots	230,400 dots
Angle adjustment	Up by 135 degrees, down by 55 degrees
Brightness Adjustment	Auto Brightness Control (auto setting in 2 steps), manual setting in 5 steps
Live View	
Type	Pentamirror Tilt System
Image Sensor	Dedicated to live view
Metering	1200-zone evaluative metering
Sensitivity Range	EV 2-17 (in all metering modes, at ISO100 with F1.4 lens)
Coverage	90%
Smart Teleconverter	1.4x or 2x selectable
Features	Histogram display, real-time image adjustment display (Exposure compensation, white balance, Sunset / B&W of Creative Style)
Shutter	

Type	Electronically-controlled, vertical-traverse, focal-plane type	
Speed Range	1/4000 to 30 sec., Bulb	
Flash Sync Speed	1/160 sec.	
SteadyShot® INSIDE (Image Stabilization)		
Type	Image-sensor shift mechanism	
Indication	SteadyShot® scale and camera-shake warning (indicated on LCD monitor in live view mode)	
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	10 (in meters at ISO100)	
Flash Coverage	18mm (focal-length printed on the lens body)	
Control	ADI, Pre-flash TTL (Automatic switching)	
Flash Compensation	±2EV (in 0.3 EV steps)	
Modes	Auto (Flash-off), Auto, Fill-flash, Red-eye reduction, Rear sync, Slow sync, High-speed sync*, Wireless* <i>(*With External Flash HVL-F58AM, HVL-F56AM, HVL-F42AM, HVL-F36AM)</i>	
Recycling Time	Approx. 4 sec.	
Drive		
Modes	Single, Continuous, Self-timer (10/2 sec. delay selectable), Self-timer (Single & Cont.), Remote Commander (with optional Remote Commander RMT-DSLR1)	
Continuous Shooting Speed	Max.2.5 fps with viewfinder (approx.), max. 2 fps in live view mode (approx.)	
No. of Frames Recordable	JPEG (L size, Fine): until memory card is full, RAW: 6 frames, RAW+JPEG: 3 images	
Playback		
Modes	Single (with or without shooting information, Brightness / RGB histogram & highlight / shadow warning), 4/9/25-frame index view	
	Enlarged display mode (Max. zoom - L size: 14x, M size: 11x, S size: 7.2x), Image orientation, Slideshow	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)	
HDMI output	HDMI mini connector (Type C), BRAVIA Sync (Sync menu), PhotoTV HD Supported	
Supported OS Environment		
Windows	Microsoft Windows 2000 Professional SP4 / Windows XP* SP3 / Windows Vista** SP1 <i>*64-bit editions and Starter (Edition) not supported **Starter (Edition) not supported</i>	
Macintosh	Mac OS X (v10.1.3) or later	

Print		
Compatible Standards	Exif Print, Print Image Matching III, PictBridge	
Power		
Battery	One Rechargeable Battery Pack NP-FH50 <i>(NP-FH30, NP-FH40, NP-FM500H, NP-FM55H are not usable)</i>	
Battery Performance	Approx. 500 shots with viewfinder, approx. 230 shots in live view mode (CIPA standard)	Approx. 510 shots with viewfinder, approx. 230 shots in live view mode (CIPA standard)
External Power Source	AC Adapter / Charger AC-PW10AM (optional)	
Others		
Dimensions	Approx. 128 x 97 x 71.4mm (W/H/D, excluding protrusions)	
Weight	Approx. 490g (without battery, memory card, accessories)	
Operating Temperature	32 to 104°F (0 to 40 °C)	