

# SONY

## Press Release

### Sony Unveils New AVCHD Memory Stick Handycam® Model with 32GB Internal Memory

*The new Handycam® HDR-CX500 features Advanced Optical SteadyShot (Active Mode) with 3-way shake-canceling for highly reduced camera shake and smoother movie capture*



**Hong Kong, July 30, 2009** – Sony Corporation of Hong Kong Limited today introduced its new AVCHD Memory Stick Handycam® HDR-CX500, the latest addition to Sony's wide range of Full High Definition (HD) camcorders. Featuring 32GB internal memory, the successor of the Handycam® HDR-CX12 can store up to 12 hours 40 minutes<sup>1</sup> of HD movies. The new hybrid Handycam® model greatly expands video recording and storage flexibility with the option for Memory Stick PRO Duo data storage and lengthy video recording for avid video and photo enthusiasts.

Made for high performance, the new Handycam® model is also equipped with Sony's exclusive G Lens and Exmor R CMOS Sensor technology. Compatible with the latest Memory Stick PRO-

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<sup>1</sup> Using 5M (LP) 5.1ch.

HG Duo HX (32GB), the combined storage capacity of the new Handycam® model is significantly expanded. Additionally, high speed data transfers<sup>2</sup> through the USB adaptor of the Memory Stick makes the capture and transfer of high-resolution videos and images extremely convenient for users.

### **Advanced image stabilization technology**

Taking photo and video clarity to the next level, the HDR-CX500 features Advanced Optical SteadyShot (Active Mode) with 3-way Shake-Canceling, a function that highly reduces subtle blur. This new stabilization technology features a 10x wider camera shake correction angle than the conventional Optical SteadyShot, reducing subtle blur caused by wrist movement and delivering clear videos and photos even when users are shooting on the go. With this new feature, users can capture smooth videos of even fast-moving subjects, such as when playing with their children and friends, as well as capturing lovely sceneries while walking. Capable of Full HD video recording and 12.0 megapixel still image shots, the new Handycam® model offers users all the high performance features in a portable, small package.

### **Excellent imaging results even in low light conditions**

Equipped with the new Exmor R CMOS image sensor, which doubles sensitivity in comparison with conventional CMOS sensors, the new model is able to capture brilliantly clear images, even in low light conditions. It adopts a back-illuminated technology that enables the image sensor to utilise incident light more efficiently, reducing the amount of noise by approximately half. This helps users achieve better image quality and smoother movement even when filming in low light situations, making filming at night or at concerts much easier.

### **Enjoy Full HD movies and stunning 12.0 megapixel images**

Integrating the prowess of the BIONZ image processor and Exmor R CMOS sensor, the Handycam® model also delivers outstanding 1920 x 1080 Full HD recording quality for crystal clear viewing and playback. Complementing the advanced image sensor and processing technology, the new Handycam® series also features Sony's exclusive G Lens, which incorporates unique optical design concept and quality control to expand shooting possibilities. Similarly, users can enjoy exceptionally rich detail with 12.0-megapixel still image capture. With Dual Recording mode, users can further shoot high resolution 8.3 megapixel equivalent still images while recording video.

Additionally, the HDR-CX500 integrates advanced Smile Shutter with Face Touch function to capture happy faces and smiling moments easily. To place emphasis on a particular subject in the footage, users can simply touch a face on the Handycam®'s LCD display to prioritise the person in terms of focus, skin colour and brightness. The Highlight Playback feature is also included on

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<sup>2</sup> With the supplied USB adaptor, 225 minutes (30GB) of HD video can be transferred in approximately 26 minutes.

the new model, allowing users to highlight scenes from movie recordings that can be automatically extracted based on the use of Face Detection, Dual Recording and Smile Shutter in those scenes.

Bundled with Picture Motion Browser software, managing, editing, and viewing videos and images captured on the Handycam® camcorders can be conveniently done after shoots. Furthermore, with BRAVIA Sync, the HDR-CX500 is able to display movies and photos accompanied with background music directly on any compatible BRAVIA TV, minimising the hassle of using multiple controls.

### **One Touch Wonder: VRD-MC6 DVDirect**

Compatible with the new Handycam® HDR-CX500 is the latest compact DVD burner from Sony, VRD-MC6 DVDirect. This sleek machine allows users to easily archive their videos and digital photos by transferring selected data to DVD. Simply connect virtually any analogue or digital camcorder, camera or VCR to the VRD-MC6, preview images on the LCD screen, and with a touch of a button all selected files are burned onto DVD, without having to connect either device to a computer.

### **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. 100% recycled paper is used in the manufacture of the Handycam® carton and corrugated cardboard is used for the packaging cushions.

Sony's Handycam® HDR-CX500 will be available from the end of August 2009 at the suggested retail price of HK\$8,980.

For customer enquiries, please contact Sony sales and services 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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**Specification sheet for Handycam® HDR-CX500**

<b>Model</b>		<b>HDR-CX500</b>
Image Sensor		1/2.88 type Exmor R CMOS Sensor
Pixels for Still Image Recording		Max. 12.0 Megapixel (4,000 x 3,000, 4:3)
Gross pixels		6,630K pixels
Effective Pixels	Movie	Approx. 4,150K pixels (16:9)
	Still	Approx. 6,000K pixels (4:3)
Minimum Illumination		<p><b>NTSC:</b>            STD: 11 lux (1/60 shutter speed)            LOW LUX: 3 lux (Auto Slow Shutter ON, 1/30 Shutter Speed)            NightShot: 0 lux (1/60 shutter speed)</p> <p><b>PAL:</b>            STD: 11 lux (1/50 Shutter Speed)            LOW LUX: 3 lux (Auto Slow Shutter ON, 1/25 Shutter Speed)            NightShot: 0 lux (1/50 Shutter Speed)</p>
Lens (Filter Diameter)		G Lens (37mm)
Zoom	Movie	Optical: 12x, Digital: 150x
	Still	Optical: 12x
SteadyShot		Optical SteadyShot (New Active Mode, Active Lens Method)
Internal Capacity	Memory	32GB
Recording Media	Movie	Internal Memory Memory Stick PRO Duo*, Memory Stick PRO-HG Duo HX series
	Still	Internal Memory Memory Stick Duo, Memory Stick PRO Duo*, Memory Stick PRO-HG Duo HX series
Video Recording		HD: MPEG4 AVC/H.264 SD: MPEG2-PS
Still Image Size	Photo Mode	Approx. 12000K pixels (4,000 x 3,000, 4:3) Approx. 9000K pixels (4,000 x 2,250, 16:9) Approx. 6200K pixels (2,880 x 2,160, 4:3) Approx. 1900K pixels (1,600 x 1,200, 4:3) Approx. 300K pixels (640 x 480, 4:3)
	Movie Mode	Approx. 8300K pixels (3,840 x 2,160, 16:9) Approx. 6200K pixels (2,880 x 2,160, 4:3)
Flash		Yes (Intelligent Flash)
LCD Monitor		3.0 type Wide (16:9), 230K dots, Touch Panel Clear Photo LCD Plus
Rec Start/Stop and Zoom Buttons		Yes (shown on LCD screen)
Manual dial		Focus (default), Exposure, AE shift, WB shift

Tele Macro	Yes
NightShot/Super NightShot	Yes
Auto Slow Shutter	Yes (Low LUX mode only)
Scene Selection	Auto, Twilight, Twilight Portrait, Sunrise & Sunset, Fireworks, Landscape, Portrait (Soft Portrait), Spotlight, Beach, Snow
Fader	White, Black
Battery Info, InfoLITHIUM Battery	Yes (H Series)
Stamina	Approx. 7 hours (when using optional NP-FH100)
Interfaces	<ul style="list-style-type: none"> <li>- HDMI Mini Connector</li> <li>- A/V Remote jack</li> <li>- Active Interface Shoe</li> <li>- USB jack (USB 2.0HI-Speed)</li> <li>- DC-IN</li> </ul>
Supplied Accessories	<ul style="list-style-type: none"> <li>- AC adaptor</li> <li>- Power cord</li> <li>- A/V cable</li> <li>- Component A/V cable</li> <li>- USB cable</li> <li>- InfoLITHIUM battery (NP-FH60)</li> <li>- Wireless Remote Commander (RMT-835)</li> <li>- CD-ROM ("Picture Motion Browser" for Microsoft® Windows®, Handycam® Handbook)</li> </ul>