

## Press Release

**Sony Unveils  $\alpha$ 35 (SLT-A35) with Full-time Continuous AF**

**Powered by Translucent Mirror Technology**

*Light, compact camera with 16.2 megapixels and new in-camera 'Picture Effect'*



- 16.2 effective megapixels Exmor™ APS HD CMOS sensor
- Exclusive Translucent Mirror Technology by Sony for high-speed, full-time continuous AF with stills and AVCHD movies
- Up to 7fps in Tele-zoom High Speed Shooting mode with approximately 1.4x magnification
- Ultra-high quality, low noise images with up to ISO12800
- In-camera 'Picture Effect' enhances stills or HD video

**Hong Kong, June 8, 2011** - The new  $\alpha$ 35 (SLT-A35) by Sony, a light, compact and easy-to-use digital camera, brings professional-style shooting speeds and generous creative options to photographers of all abilities.

As introduced on the acclaimed  $\alpha$ 33 and  $\alpha$ 55, Sony's Translucent Mirror Technology allows high-speed shooting with responsive, accurate continuous autofocus, for still and Full HD movie shooting.

Making its debut on the **α35**, the Tele-zoom High Speed Shooting magnifies a central portion of the image area to give an effective approximately 1.4x magnification while shooting at up to 7 fps. Providing continuous tracking autofocus of still or moving objects, it is ideal for capturing fast-moving sports, children's faces or distant subjects with a high-speed burst of frames. There is also a rapid 5.5 fps drive mode that offers full-resolution continuous shooting with tracking AF.

With a resolution of 16.2 effective megapixels, the newly-developed Exmor™ APS HD CMOS sensor delivers stunningly detailed, low-noise still and HD video images. Complementing the sensor's extremely high resolution and sensitivity, the powerful BIONZ processor cleans and optimises image data to assure flawless images with rich, natural colour reproduction. With a maximum sensitivity of ISO 12800, it can capture beautifully natural still images and HD video in low light where other cameras struggle.

The Advanced Quick AF Live View continuously displays a real-time output from the main image sensor during still- or Full HD video shooting. Light is partially directed from the translucent mirror to an AF sensor to permit non-stop precision TTL phase-detection autofocus – a benefit that is not possible with traditional DSLR cameras.

Whether the users are shooting stills or AVCHD video, they can enjoy a superbly detailed view on the high-quality Xtra Fine LCD. TruBlack technology assures high-contrast images with rich, deep blacks even in outdoor environment.

The high-resolution Tru-Finder offers a precision alternative to framing shots on the camera's LCD. Offering an extremely detailed, high contrast image with full 100% field coverage, it is ideal for live preview of picture effects and exposure adjustments. Accurate composition of landscapes, architecture and other scenes is enhanced by switchable grid lines.

Aside from its powerful imaging possibilities, the **α35** is refreshingly accessible, even for photographers stepping up to their first interchangeable lens camera. The on-screen Help Guide gives a clear explanation of selected functions and how they are used.

More advanced photographers, meanwhile, will welcome the top panel-mounted customisable button that allows instant recall of any of 14 frequently-used functions.

The **α35** offers a new in-camera 'Picture Effect' setting that lets users add extra impact to stills or HD video during shooting, without the worry of editing images afterwards. Effects can be previewed on the camera screen, allowing photographers to see the result of a chosen effect instantly rather than post-shooting. The inspiring palette of artistic treatments includes Retro Photo, High-key, Toy Camera and Posterisation.

It is also easy to produce dramatic Partial Colour effects with a single colour picked out against the rest of the image in monochrome. This popular effect normally takes a series of painstaking steps to achieve with photo editing software but with the  $\alpha$ 35 it is both automatic and instant.

Refinements in power consumption now boost the camera's shooting stamina to a generous 440 still shots (approximately) when using the rear LCD panel between battery charges – that is a 30% increase over its predecessor. The  $\alpha$ 35 is compatible with the full range of 32 A-mount interchangeable lenses from Sony that includes six Carl Zeiss lenses.

#### **Version 2.00 firmware update for $\alpha$ 33 and $\alpha$ 55**

Available from late June 2011, a free firmware upgrade for existing  $\alpha$ 33 and  $\alpha$ 55 cameras by Sony adds several creative and operational enhancements.

Support for the 'Picture Effect' function featured on the new  $\alpha$ 35 is also now offered. High-Speed Synch is supported during wireless operation with a compatible external flash. Ergonomics are further improved with revised menus and a new mode that lets users switch off shooting parameters overlaid on screen for clear, uncluttered composition. The digital level gauge on the  $\alpha$ 33 and  $\alpha$ 55 can also be displayed when shooting via the optional CLM-V55 external LCD monitor. Frequently used features can now be custom-assigned to the D-RANGE button for rapid, menu-free access.

The  $\alpha$ 35 is compatible with the recently launched Memory Stick PRO-HG Duo HX that offers higher performance with speedy data transfers of up to 50MB/s, making it the ideal companion when taking burst shots or shooting Full HD and even 3D movies and photos.

The new  $\alpha$ 35 digital camera with Translucent Mirror Technology by Sony is available in Hong Kong from July 2011. Suggested Retail Prices are as follows:

SLT-A35 Body Only	HK\$ 5,090
SLT-A35K Single Lens Kit (with SAL1855)	HK\$ 5,790
SLT-A35Y Double Lens Kit (with SAL1855 & SAL55200)	HK\$ 7,090

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).

**About make.believe**

"make.believe" (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. "make.believe" symbolizes the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.

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## Specifications Sheet for $\alpha$ Digital Camera SLT-A35

<b>Model</b>	<b>SLT-A35</b>
<b>Type</b>	
Type	Interchangeable Lens Digital Camera with built-in flash
Lens Compatibility	Sony A-mount lenses. Minolta and Konica Minolta AF lenses.
<b>Image Sensor</b>	
Type	Exmor™ APS HD CMOS sensor with RGB primary color filters
Size	APS-C type(23.5 x 15.6mm)
Effective Pixels	Approx. 16.2 megapixels
Total Pixels	Approx. 16.5 megapixels
Anti-Dust Function	Charge protection coating on Low-Pass Filter and Image Sensor-Shift mechanism
<b>Recording System (still image)</b>	
Recording format	JPEG (DCF v.2.0, Exif v.2.3, MPF Baseline) compliant, DPOF compatible, RAW (Sony ARW 2.2 format), RAW & JPEG
Image size (pixels)	<p style="text-align: center;"><u>Aspect Ratio : 3:2</u>  L: 4912 x 3264 (16 M),  M: 3568 x 2368 (8.4 M),  S: 2448 x 1624 (4 M)</p> <p style="text-align: center;"><u>Aspect Ratio : 16:9</u>  L: 4912 x 2760 (14 M),  M: 3568 x 2000 (7.1 M),  S: 2448 x 1376 (3.4 M)</p> <p style="text-align: center;"><u>Aspect Ratio : Sweep Panorama</u>  Wide: Horizontal 12416 x 1856 (23M), Vertical 2160 x 5536 (12M)  Standard: Horizontal 8192 x 1856 (15M), Vertical 2160 x 3872 (8.4M)</p> <p style="text-align: center;"><u>Aspect Ratio : 3D Sweep Panorama</u>  Wide: 7152 x 1080 (7.7 M), Standard: 4912 x 1080 (5.3 M), 16:9: 1920 x 1080 (2.1 M)</p>
Image quality modes	RAW, RAW & JPEG, JPEG Fine, JPEG Standard
Other features	Picture Effect: 7 types (11 variations): Pop Color, Retro Photo, High-key, High Contrast Monochrome, Toy Camera, Posterization (Color, B/W), Partial Color (Red, Yellow, Blue, Green) Creative Style: Standard, Vivid, Portrait, Landscape, Sunset, B/W (contrast, saturation, sharpness adjustable in +/-3 steps) Dynamic Range functions: Off, D-Range Optimizer (Auto, Lv 1 – 5), Auto HDR (Auto Exposure Diff., Adjustable Exposure Diff.: up to 6 EV between 1 – 6 EV in 1 EV steps)

Color space	sRGB, Adobe RGB	
<b>Recording system (movie)</b>		
Recording format	AVCHD/MP4	
Image size (pixels)	[1080 50i-compatible / PAL]* AVCHD: 1920 x 1080 (50i recording, 25 fps image sensor output/ Average bit rate 17 Mbps) MP4: 1440 x 1080 (25 fps / Average bit rate 12 Mbps), 640 x 480 (25 fps / Average bit rate 3 Mbps)	
<b>Media</b>		
Media	Memory Stick PRO™ Duo / Memory Stick PRO-HG™ Duo / SD memory card / SDHC memory card / SDXC memory card	
<b>Noise reduction</b>		
Noise reduction	Long exposure NR: On/Off selectable, available of shutter speeds longer than 1 sec. High ISO NR: Auto/Weak selectable	
<b>White Balance</b>		
White Balance modes	Auto, Daylight, Shade, Cloudy, Incandescent, Fluorescent, Flash, C. temp./Filter (2500- 9900k with 19-step Magenta/Green compensation)	
<b>Focus System</b>		
Type	TTL phase detection system	
Sensor	CCD line sensors	
Focus Point	15 points (3 point cross type)	
Sensitivity Range	-1 EV to +18 EV (at ISO 100 equivalent)	
Focus modes	AF/MF selectable. AF modes: Single-shot AF, Automatic AF, Continuous AF	
Focus area	Wide, Spot, Local (15 local areas selectable)	
Other features	Predictive control, Focus lock, AF illuminator (Built-in flash, Range: approx. 1-5m)	
<b>Exposure Control</b>		
Metering	Sensor	1200-zone evaluative metering
	Metering Range	-2 EV to +17 EV (at ISO 100 conversion with F1.4 lens)
	Modes	Multi-segment, Center-weighted, Spot
Exposure	Modes	AUTO, AUTO Advanced (AUTO+), Programmed AE (P), Aperture priority (A), Shutter-speed priority (S), Manual (M), Sweep Panorama (2D/3D), Tele Zoom Continuous Advance Priority AE
	Scene Selection	Portrait, Landscape, Macro, Sports action, Sunset, Night portrait, Night view, Hand-held Twilight
	Exposure Compens- ation	±2EV (in 0.3EV steps)
	Bracketing	3 continuous exposures, in 0.3/0.7EV steps

	AE Lock	Available with AE lock button. AE is also locked when focus is locked in multi-segment metering mode.
ISO Sensitivity		AUTO (ISO100-1600), ISO100 to 12800 selectable (in 1 EV steps, Recommended Exposure Index), Multi Frame NR (extendable up to ISO25600)
<b>Viewfinder</b>		
Type		Screen size: 1.2 cm (0.46 type), effective display size: 1.1 cm (0.43 type), electronic viewfinder (color), Xtra Fine
Total no. of dots		1,440,000 dots equivalent
Effective no. of dots		1,152,000 dots equivalent
Brightness control		Auto / Manual (3 steps between -1 and +1)
Field coverage		100%
Magnification		1.10x (with 50mm lens at infinity, $-1\text{m}^{-1}$ )
Diopter Adjustment		$-4.0$ to $+4.0 \text{ m}^{-1}$
Eye Point		Approx. 19mm from the eyepiece lens, 18mm from the eyepiece frame (CIPA standard)
Type of Mirror		Fixed, Translucent type
Display		Histogram display, real-time image adjustment display (reflects Picture Effect, exposure compensation, white balance, creative style), Grid Line, Magnified display for playback
<b>LCD monitor</b>		
Type		7.5cm (3.0-type) wide type TFT, Xtra Fine LCD with TruBlack technology
Total no. of dots		921,600 dots
Brightness control		Manual (5 steps between -2 and +2)/ Sunny Weather
Field coverage		100%
Display		Histogram display, real-time image adjustment display (reflects Picture Effect, exposure compensation, white balance, creative style), Grid Line, Magnified display for playback
<b>Other features</b>		
<b>Other features</b>		Face detection (up to 8 faces detectable automatically), Smile shutter (selectable from 3 steps), Help guide
<b>Shutter</b>		
Type		Electronically-controlled, vertical-traverse, focal-plane type
Shutter speeds		1/4000 – 30 sec. · Bulb
Flash sync. speed		1/160 sec.
<b>SteadyShot™ INSIDE</b>		
Type		Image-sensor shift mechanism
Compensation effect		Equivalent to approx. 2.5 to 4 steps in shutter speeds (varies according to shutting conditions and lens used)
<b>Drive Modes</b>		
Drive modes		Single-shot, Continuous shooting (Hi/Lo selectable), Self-timer (10/2 sec delay selectable)
Continuous shooting (approx.)		Tele-zoom Continuous Advance Priority AE mode: max. 7 fps (approx. 1.4x magnification), Continuous mode: max. 5.5 fps

	* Varies according to shooting conditions and memory card used
No. of frame recordable* (approx.)	JPEG (Standard / Fine): 18 / 14 (29 / 21 in Tele-zoom Continuous Advance Priority AE mode), RAW: 6, RAW & JPEG: 6 * Varies according to shooting conditions and memory card used * Continuous Advance (Hi) in Drive mode
<b>Flash</b>	
Type	Built-in, Auto Pop-up
Guide No.	10 (in meters at ISO 100)
Flash coverage	18mm (focal-length printed on the lens body)
Control	ADI, Pre-flash TTL
Flash compensation	± 2.0 EV in 0.3 EV steps
Flash Bracketing	3 exposures in 0.3/0.7 EV steps
Flash modes	Flash off, Autoflash, Fill-flash, Slow Sync., Rear Sync., Red-eye reduction (on/off selectable for Autoflash and Fill-flash mode), Wireless*, Hi-Speed Sync.*, * With external Flash HVL-F58AM, HVL-F56AM, HVL-F43AM, HVL-F42AM, HVL-F36AM
Recycling time	Approx. 4 sec.
<b>Playback</b>	
Playback	Single (with or without shooting information, RGB histogram & highlight/shadow warning), 6/12-frame index view, Enlarged display mode (L: 11.8x, M: 8.8x, S: 6x), Image orientation (On/Off selectable), Slideshow, Panorama scrolling, Auto Review (10/5/2 sec Off selectable), Folder selectable (still image), slow-forward (movie), fast-forward/fast-rewind (movie)
<b>Output and Compatible OS</b>	
HD output	HDMI mini connector (Type-C), BRAVIA Sync (link menu), PhotoTV HD, DVDirect compatible
Compatible OS (USB connection)	Windows XP*SP3, Windows Vista** SP2, Windows 7 Mac OS X(v10.3-v10.6) *64-bit and Starter Editions are not supported. **Starter Edition is not supported.
<b>Audio</b>	
Microphone	Built-in stereo microphone or ECM-ALST1 / ECM-CG50 (sold separately)
Speaker	Built-in, monaural, Volume settings in 8 steps between 0 and 7
<b>Print</b>	
Compatible standards	Exif Print · Print Image Matching III, DPOF setting
<b>Power</b>	
Battery	One rechargeable battery pack NP-FW50
Battery performance	Approx. 440 shots with finder, approx. 420 shots with LCD monitor (CIPA standard)

External power	AC Adaptor AC-PW20 (sold separately)
<b>Others</b>	
Weight	Approx. 473 g (With battery and Memory Stick PRO Duo included) Approx. 415 g (Body only)
Dimensions (W x H x D)	Approx. 124.4 x 92 x 84.7 mm
Operating temperature	32 - 104 degrees F (0 - 40 degrees C)