

Press Release

**Sony Introduces All-In-One Compact, Interchangeable Lens Digital Camera NEX-7
with 24.3 Megapixel Resolution**

Combines supreme imaging plus professional performance and handling with creative options



- *24.3 effective megapixels Exmor™ APS HD CMOS sensor*
- *Quick, responsive autofocus and world's fastest (0.02 sec) release time lag*
- *Versatile, fast new TRI-NAVI control*
- *High-resolution XGA OLED Tru-Finder™ and built-in flash*
- *Full HD Movie with 50p/25p, manual focus, full P/A/S/M exposure control and improved audio*
- *10fps continuous shooting (Speed priority continuous mode)*

Hong Kong, August 25, 2011 – Sony Corporation of Hong Kong Limited today introduced the new **α** NEX-7, delivering professional-quality imaging in a user-friendly package. Taking creative options to new extremes, the NEX-7 is styled in magnesium alloy for superior strength and premium looks, and weighs in at a travel-friendly 291 grams (camera body only).

The NEX-7 features a newly-developed Exmor™ APS HD CMOS sensor with 24.3 effective megapixels resolution that is teamed with the latest revision of Sony's BIONZ™ image processing engine.

With the world's fastest shutter release lag of approximately 0.02 seconds, the NEX-7 is the fastest of any interchangeable lens digital cameras in the world. On top of that, an improved AF algorithm which doubled the readout speed from the image sensor and more efficient image processing results in an AF that is significantly faster.

A diverse range of creative settings is also easily available through the intuitive new TRI-NAVI control, where two control dials on the top of the camera are complimented by a control wheel. Pushing the navigation button cycles quickly through various camera settings, allowing enthusiasts to make custom adjustments and control images with the flexibility of a DSLR camera.

The NEX-7 is also the world's first compact camera featuring an XGA OLED TruFinder™ for precision framing and focusing. Offering close to 100% frame coverage with a bright, detail-packed and high contrast view of still images and video, the versatile display variations and customisability of the NEX-7's precision electronic viewfinder (2,359K dots) rivals that of pro-grade optical viewfinders. Additionally, on-screen grid lines and an electronic level gauge can even be displayed to further ensure that framing is accurate.

With support for the new AVCHD Progressive (Ver. 2.0) form, the NEX-7 can shoot beautiful, smooth and detailed AVCHD Full HD movies in both 50p or 25p frame rates in high-quality stereo sound – all of which appear vividly on the 7.5 cm (3.0") Xtra Fine LCD that can be angled up to 90° up or 45° down for easy viewing in any shooting position. As with stills shooting, Tracking Focus allows a target object to be selected for accurate tracking AF, even when the subject is moving. In addition, the NEX-7's TruBlack technology dramatically reduces on-screen reflections, providing for super detail and contrast in images and videos captured.

Manual focus is now possible during video shooting. Enthusiasts can also enjoy full control over creating the perfect video image with Programme, Aperture/Shutter Priority and all-Manual modes (PASM) – just like a DSLR camera. Stereo audio quality is improved, with revised circuitry that lowers noise levels, especially when shooting quiet scenes.

In speed priority continuous mode, the NEX-7 captures fast-moving action at up to 10fps (AF/AE fixed) – the world's fastest burst shooting speed of any mirrorless interchangeable lens camera.

First introduced on the NEX-C3, Picture Effect simplifies the production of sophisticated artistic effects ‘in camera’, with no PC or post-editing needed. There are now 11 modes and 15 effects available in the NEX-7, including new HDR Painting, Soft Focus, Miniature and Rich-Tone Monochrome. A generous palette of other artistic imaging functions includes 2D/ 3D Sweep Panorama, Soft Skin, Auto HDR, Handheld Twilight and Anti Motion Blur Modes.

The NEX-7 introduces an Auto-lock Accessory Shoe, a first for E-mount cameras. Widening opportunities for advanced shooting applications, the shoe supports accessories including HVL-F58AM, F43AM and F20AM Flash, the HVL-MT24AM Macro Twin Flash Kit and CLM-V55 Clip-on LCD Monitor.

Despite its compact E-mount body, the NEX-7 packs a punch with its uncompromising and wide range of capabilities including its built-in GN6 flash, APS-C sensor and the XGA OLED TruFinder™ – all packaged in an attractively-styled body featuring magnesium alloy trimmings, and a thick rubber material which increases steadiness and grip for the discerning consumer.

Lenses and accessories

Three new lenses are available for Sony’s E-mount cameras as well. The SEL24F18ZA is the E-mount lineup’s first large-aperture F1.8 wide angle lens featuring Carl Zeiss optics, with a 24mm focal length (35mm format equivalent: 36mm), 16cm minimum focus distance, and an aluminum alloy exterior with refined black finish.



The SEL50F18 is a fixed 50mm (35mm format equivalent: 75mm) portrait lens, and is the first large-aperture F1.8 lens with Optical SteadyShot built in. Third is the SEL55210, a slim, full HD movie compatible 3.8x zoom lens with an exceptionally wide total zoom range perfect for shooting a wide variety of subjects and situations.

E-mount camera lovers will also appreciate the LA-EA2 lens mount adaptor, which adds high speed shooting capabilities to any E-mount camera. The world’s first mount adaptor to be equipped with Translucent Mirror Technology, the LA-EA2 give E-mount camera owners the ability to use all A-mount lenses (except STF and teleconverters) and take advantage of Full-time Continuous AF to accurately focus on and shoot subjects in motion.

The LCS-ELC7 soft carrying case, which combines a closely-fitting body case and lens jacket in genuine leather to protect camera body and lens from scratches and dust, is released exclusively for NEX-7. It’s complemented by the STP-XH70 shoulder strap in the same material.

The ultra-compact interchangeable lens digital camera **α** NEX-7 by Sony will be available in Hong Kong from November 2011.

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

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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.

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.

Product specifications of Sony interchangeable-lens digital camera α NEX-7:

Model	NEX-7
General	
Camera type	Interchangeable lens digital camera with built-in flash
Lens compatibility	Sony E-mount lenses
Image sensor	
Type	APS-C type (23.5 x 15.6mm), Exmor™ APS HD CMOS sensor with primary color filters
Number of pixels	Approx. 24.3 megapixels(effective) Approx. 24.7 megapixels(total)
Image sensor aspect ratio	3:2
Anti-dust system	Charge protection coating on Optical Filter and ultrasonic vibration mechanism
Anti-Dust operation (auto)	Power off
Recording system (still image)	
Recording format	JPEG (DCF Ver. 2.0, Exif Ver.2.3, MPF Baseline compliant), RAW (Sony ARW 2.3 format), 3D MPO (MPF Extended compliant)
Image Size	Image size (pixels) [3:2] L: 6000 x 4000 (24M), M: 4240 x 2832 (12M), S: 3008 x 2000 (6M)
	Image size (pixels) [16:9] L: 6000 x 3376 (20M), M: 4240 x 2400 (10M) , S: 3008 x 1688 (5.1M)
	Image size (pixels) [Sweep Panorama] Wide: horizontal 12416 x 1856 (23M), vertical 5536 x 2160 (12M), Standard: horizontal 8192 x 1856 (15M), vertical 3872 x 2160 (8.4M)
	Image size (pixels) [3D Sweep Panorama] Wide: 7152 x 1080 (7.7M), Standard: 4912 x 1080 (5.3M), 16:9: 1920 x 1080 (2.1M)
Image quality modes	RAW, RAW & JPEG, JPEG Fine, JPEG Standard
Picture Effect	11 types (15 variations): Posterization (Color, B/W), Pop Color, Retro Photo, Partial Color (R,G,B,Y), High Contrast Mono, Toy Camera, Soft High-key, Soft Focus, HDR Painting, Rich-tone Mono, Miniature
Creative Style	Standard, Vivid, Neutral, Clear, Deep, Light, Portrait, Landscape, Sunset, Night Scene, Autumn leaves, B/W, Sepia (Contrast (-3 to +3steps), Saturation(-3 to +3steps), Sharpness(-3 to +3steps))
Dynamic Range functions	Off, Dynamic Range Optimizer (Auto/Level), Auto High Dynamic Range: Off, Auto Exposure Difference, Exposure difference Level (1.0-6.0EV, 1.0EV step))
Color space	sRGB, Adobe RGB
Recording system (movie)	
Recording format	AVCHD / MP4
Video compression	MPEG-4 AVC (H.264)
Audio recording format	Dolby Digital (AC-3) / MPEG-4 AAC-LC
Movie recording system (AVCHD)	1920 x 1080(50p, 28M, PS) Approx.28Mbps(Average bit-rate)
	1920 x 1080(50i, 24M, FX) Approx.24Mbps(Average bit-rate)
	1920 x 1080(50i, 17M, FH) Approx.17Mbps(Average bit-rate)
	1920 x 1080(25p, 24M, FX) Approx.24Mbps(Average bit-rate)
	1920 x 1080(25p, 17M, FH) Approx.17Mbps(Average bit-rate)
Movie recording system(AVC MP4)	1440 x 1080(25fps) Approx.12Mbps(Average bit-rate)
	VGA(640 x 480, 25fps) Approx.3Mbps(Average bit-rate)
Recording system	

Media	"Memory Stick PRO Duo", "Memory Stick PRO-HG Duo", SD memory card, SDHC memory card, SDXC memory card
Noise reduction	
Noise reduction	Long exposure NR: On/Off selectable, available of shutter speeds longer than 1 sec. High ISO NR: High/Normal/Low selectable
White balance	
Modes	Auto WB, Daylight, Shade, Cloudy, Incandescent, Fluorescent, Flash, C.Temp. <2500 to 9900K>, C.Filter <G7 to M7, A7 to B7>, Custom, AWB micro adjustment Yes <G7 to M7, 15-step> <A7 to B7, 15-step>
Focus system	
Tracking focus	Yes
Type	Contrast-detection AF
Focus point	25 points
Sensitivity range	EV0 to EV20 (at ISO100 equivalent with F2.8 lens attached)
Focus mode	Autofocus, DMF (Direct Manual Focus), Manual Focus
AF mode	AF-S: Single-shot AF, AF-C: Continuous AF
Focus area	Multi Point (25 points) / Center-weighted / Flexible Spot
Other features	Predictive control / Focus lock
AF illuminator	Built-in LED
AF illuminator range	Approx. 0.5m - Approx. 3.0m (E 18-55mm F3.5-5.6 OSS)
Exposure control	
Metering type	1200-zone evaluative metering
Metering sensor	Exmor™ APS HD CMOS sensor
Metering sensitivity	EV0 to EV20 (at ISO100 equivalent with F2.8 lens attached)
Modes	Multi-segment, Center-weighted, Spot
Exposure modes	iAUTO, Programmed AE (P), Aperture priority (A), Shutter-speed priority (S), Manual (M), Sweep Panorama, 3D Sweep Panorama, Anti Motion Blur, Scene Selection
Scene Selection	Portrait, Landscape, Macro, Sports action, Sunset, Night portrait, Night view, Hand-held Twilight
Exposure compensation	+/- 5EV (in 0.3EV steps)
Bracketing	3 continuous exposures in 0.3 or 0.7 EV steps
AE Lock	AE is locked when focus is locked in multi-segment metering mode. AE lock button
ISO sensitivity (Recommended Exposure Index)	ISO100 to 16000, AUTO (ISO100 to 1600)
Viewfinder	
Type	1.3 cm (0.5 type) Electronic viewfinder
Number of dots	2,359,296dots
Brightness control	Auto, Manual (3 steps between -1 and +1)
Field coverage	Approx. 100%
Magnification	Approx. 1.09x with 50mm lens at infinity, -1m ⁻¹ (diopter)
Diopter adjustment	-4m ⁻¹ to +1.0m ⁻¹ (diopter)
Eye point	Approx. 23mm from the eyepiece, 21mm from the eyepiece frame at -1m ⁻¹
LCD monitor	

Type	7.5cm (3.0-type) wide type TFT (Xtra Fine LCD with TruBlack technology)
Number of dots (total)	921,600 dots
Brightness control	Auto, Manual (5 steps between -2 and +2), Sunny Weather mode
Adjustable angle	Up by approx. 90 degrees, Down by approx. 45 degrees
Display Contents	Graphic Display, Display All Info, Big Font Size Disp, No Disp. Info, Live View Priority, Level, Histogram, For viewfinder
Real-time image-adjustment display	ON/OFF
Focus Check	MF assist (5.9x, 11.7x)
Peaking MF	Yes (Level setting: High/Mid/Low/Off, Color: White/Red/Yellow)
Face detection	
Modes	On/On (Regist. Faces)/Off
Face registration	Yes
Face selection	Yes
Max. number of detectable	8
Other features	
Smile Shutter	Yes (selectable from 3 steps)
Help guide	Yes
Digital zoom	
Precision digital zoom	Yes 1.1x-10x
Shutter	
Electronic Front Curtain Shutter	Yes (ON/OFF)
Type	Electronically-controlled, vertical-traverse, focal-plane type
Shutter speed	1/4000 to 30 sec, bulb
Flash sync. speed	1/160 sec.
Flash	
Type	Built-in flash
Guide No.	6 (in meters at ISO 100 equivalent)
Flash coverage	18mm (focal-length printed on the lens body)
Control	Pre-flash TTL
Flash compensation	+/- 3EV in 0.3 EV steps
Flash modes	Flash off, Autoflash, Fill-flash, Slow Sync., Rear Sync., Wireless (with External flash) Recycling time: Approx. 4 sec External flash: Auto-lock Accessory shoe
Drive	
Drive modes	Single-shot, Continuous shooting, Speed priority continuous shooting, Self-timer (10/2 sec delay selectable), Self-timer (Cont.) (with 10 sec delay 3/5 exposures selectable), Bracketing, Remote Cdr (with separately sold remote commander RMT-DSLR1)
Speed (approx., max.)* ¹	Speed priority continuous shooting: Approx. 10 fps Continuous mode: Approx. 3 fps (AF-S)
No. of frame recordable* (approx.)* ¹ * ²	Fine: 17 frames, Standard: 18 frames, RAW: 13 frames, RAW&JPG: 11 frames
Playback	
Modes	Single (with or without shooting information RGB histogram &

	highlight/shadow warning), 6/12-frame index view, Enlarged display mode (L: 16.7x, M: 11.8x, S: 8.3x, Panorama (Standard): 25.6x, Panorama (Wide): 38.8x), Auto Review (10/5/2 sec,Off), Image orientation (On/Off selectable), Slideshow, Panorama scrolling, Folder selection (Still), Forward/Rewind (movie), Delete, Protect
Interface	
PC interface	Hi-speed USB (USB2.0): Mass-storage, MTP
HD output	HDMI mini connector (Type-C) BRAVIA Sync (link menu) PhotoTV HD
Auto-lock Accessory Shoe	Yes
Mic Terminal	Yes
Compatible OS (USB connection)	Windows XP ^{*3} SP3, Windows Vista ^{*4} SP2, Windows 7 SP1, Mac OS X (v10.3-v10.6)
Audio	
Microphone	Built-in stereo microphone or ECM-SST1 (sold separately)
Speaker	Built-in, monaural, Volume settings in 8 steps between 0 and 7
Print	
Compatible standards	Exif Print, Print Image Matching III, DPOF setting
Power	
Battery	One rechargeable battery pack NP-FW50
Still images	Viewfinder: Approx. 350 images LCD Monitor: Approx. 430 images (CIPA standard)
Movies ^{*5}	Viewfinder: Approx. 90min LCD Monitor: Approx. 100min (1920x1080 Approx.17Mbps) ^{*5}
External power	AC Adaptor AC-PW20 (sold separately)
Weight	
With battery and Memory Stick PRO Duo included	Approx. 350 g
Body only	Approx. 291 g
Dimensions	
mm (WxHxD) excluding protrusions	Approx. 119.9 mm x 66.9 mm x 42.6 mm

Features and specifications are subject to change without notice.

Remarks

1. Varies according to shooting conditions or memory card used
2. Continuous drive (Hi) in Drive mode
3. 64-bit and Starter Editions are not supported.
4. Starter Edition is not supported.
5. An AVCHD format movie recordable for up to 29 minutes, and an MP4 format movie for up to 29 minutes or 2 GB