

Press Release

**Cyber-shot DSC-RX1 from Sony is World's First¹ Compact Camera
with 35mm Full-Frame 24.3 Effective Megapixel Image Sensor**
Full Frame Imaging in a Palm Sized Camera



- Full-frame imaging from a compact camera that's drastically smaller and lighter than any full-frame DSLR
- Exmor™ CMOS sensor with approximately 24.3 effective megapixels for flawless, detail-packed photos and Full HD video
- Carl Zeiss Sonnar T* 35mm F2 prime lens; with Macro mode for 20cm minimum focusing distance
- Extremely wide sensitivity range from ISO 100 – 25600
- Intuitive manual controls with aperture and focus mode dial
- New Multi Interface Shoe compatible with optional flash, electronic viewfinder, optical viewfinder and clip-on LCD monitor

Hong Kong, September 12, 2012 – Sony announces the launch of the new full frame compact digital camera Cyber-shot DSC-RX1 which allows photo enthusiasts to explore the creative

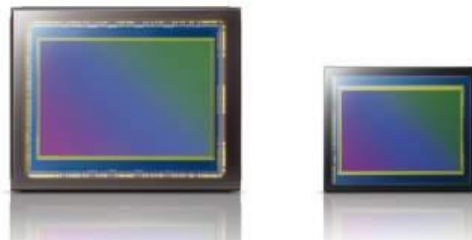
¹ Among compact digital still cameras. According to Sony research, as of September 12, 2012.

possibilities of full-frame imaging with a compact digital camera that fits easily in the palm of a user's hand.

The extraordinary new Cyber-shot DSC-RX1 from Sony realises the dream of photographers everywhere. Just 482g (with battery and memory card), it packs a 35mm full-frame sensor and wide aperture F2 fixed-focal lens into a camera body that's perfectly proportioned for travel and street photography as well as portraits and day-to-day shooting.

Far smaller and lighter than any full-frame DSLR, the Cyber-shot RX1 offers superb imaging quality that's previously been the domain of high-end professional DSLR cameras. The unified lens/body design assures razor-sharp alignment of the sensor and optical components. This brings out the full potential of the lens to deliver unprecedented image quality, right to the very edges of each frame. Full manual control options are complemented by effortlessly intuitive operation, making it easy for enthusiasts to realise their creative vision without sacrificing portability or operating comfort.

In a world first¹ for digital compact cameras, the Cyber-shot RX1 features a 35mm full-frame Exmor™ CMOS sensor. With an effective resolution of 24.3 megapixels, it's more than two times larger than the APS-C sensors inside much bulkier DSLR cameras. Capable of resolving the finest image details and subtle textures, the full-frame sensor assures absolute fidelity, rich colours and an impressively broad dynamic range.



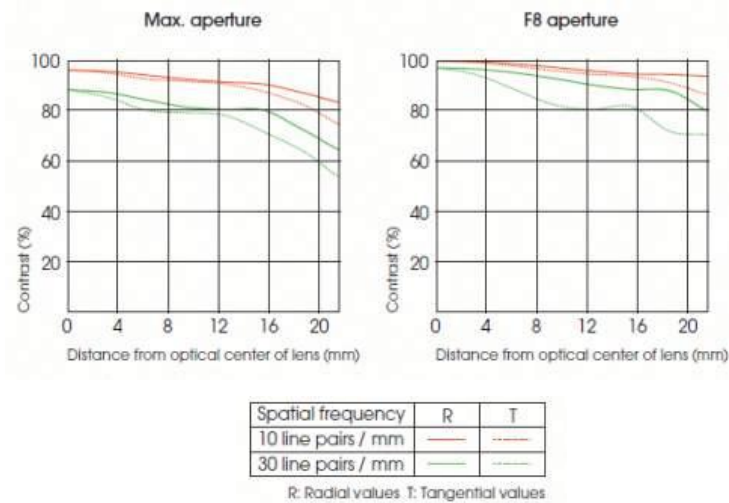
Full-frame Image Sensor APS-C Image Sensor

The large sensor size also helps boost the camera's sensitivity range to a generous ISO 100 – 25600. Sensitivity can be adjusted as low as ISO 50 in expanded mode². Similarly, ISO settings as high as 102400 can be achieved using Multi Frame Noise Reduction. This allows the Cyber-shot™ RX1 to capture natural, low noise handheld images in near-dark conditions without needing a flash.

Complementing the full-frame sensor is a fast, bright Carl Zeiss Sonnar T* lens with a fixed focal length of 35mm – a versatile choice for portraits, street photography and everyday shooting.

² Recordable dynamic range is reduced at sensitivity levels below ISO100.

Derived from the German word “*Sonne*” (“sun”), the Sonnar name reflects the ability of the lens to capture as much light as possible. This premium lens features newly designed optics including an Advanced Aspherical (AA) glass element. This contributes to the camera’s extremely compact palm-sized dimensions while keeping extremely high performance of the lens.



The lens’s wide F2 maximum aperture and 9-bladed circular aperture enable beautiful ‘bokeh’ (defocus) effects. A Macro switching ring on the lens barrel instantly shortens minimum focusing distance to just 20cm (from image plane), making the Cyber-shot RX1 ideal for capturing small close-up subjects with exquisite detail.



Data from the Exmor™ CMOS sensor is handled by the evolved BIONZ™ engine that also powers full-resolution burst shooting at up to 5 frames per second. The BIONZ™ processor can output image data in 14-bit RAW format, giving advanced users immense freedom over developing, post-processing and managing RAW files to match their personal creative vision. Despite the camera’s extraordinarily compact dimensions, photographers are offered a virtually

limitless palette of options for creative expression. The Cyber-shot RX1 offers a full range of manual control modes, just as users expect from a no-compromise DSLR camera.

Dedicated lens rings allow fingertip control of focus and aperture, while a DSLR-style Focus mode dial on the front of the camera allows easy switching between focus modes. Top-mounted exposure compensation and mode dials are ergonomically placed for easy operation, while custom function and AEL buttons fall comfortably to hand without interrupting a user's creative flow.

Accessed via the camera's pro-style control dial and cross keys, Quick Navi mode allows fast, intuitive adjustment of camera settings: it's ideal when using the camera with an optional viewfinder. As a further enthusiast-oriented touch, there's a memory recall (MR) mode that allows storage and instant recall of up to three sets of camera settings.

Other refinements include a MF Assist function that magnifies a portion of a user's image to simplify fine focus adjustments. There's also a pro-style Peaking function that highlights sharply-focused areas of the image on screen. Adding the optional FDA-EV1MK electronic viewfinder kit allows even greater manual focusing precision.



Pixel Super Resolution Technology allows magnification of image size without sacrificing pixel count – maintaining far higher quality than achievable with conventional digital zoom. There's also a Smart Teleconverter function that crops a central portion of the image sensor, boosting effective magnification by 1.4x or 2x. Thanks to the full-frame sensor's extremely high pixel count, even zoomed and cropped images maintain generous amounts of fine detail when blown up at large print sizes.

In addition to flawless stills, the Cyber-shot RX1 can capture high-quality, low-noise Full HD movie footage at a choice of 50p or 25p (progressive) frame rates. 25p recording enables the Cyber-shot RX1 to transform everyday scenes into film-like movies. It's easy to record beautifully atmospheric video in very low lighting, such as at dusk. There's a full complement of PASM exposure modes to give photographers absolute creative flexibility during video shooting.

Artistically ambitious photographers can fine-tune images with a choice of 13 Creative Styles, plus a wide range of inspiring 'PC-free' Picture Effect treatments.

Even wider compositional possibilities are offered by Auto HDR and D-Range Optimiser, bracket shooting (Exposure, DRO or White Balance) and Auto HDR shooting modes. There's also a Digital Level Gauge that indicates camera pitch and camera roll on the LCD screen for straight, even horizons and architectural shots.

The Cyber-shot RX1 is accompanied with a range of dedicated optional accessories to enhance the camera experience. The Optical Viewfinder (FDA-V1K) adds functionality with Zeiss optics. Also available are an Electronic Viewfinder (FDA-EV1MK), exclusive Jacket Case (LCJ-RXB), Lens Hood (LHP-1) and a Thumb Grip (TGA-1) for sure, comfortable handling.



FDA-V1K
Optical Viewfinder Kit
Clearer view with Carl Zeiss T* coating



FDA-EV1MK
Electronic Viewfinder Kit
2,359k dots XGA OLED Tru-Finder



LCJ-RXB
Exclusively Designed Leather
Jacket Case



LHP-1
Lens Hood
Bayonet-type, aluminum hood for lens
protection



TGA-1
Thumb Grip
with ergonomic design



Shooting possibilities for stills and video are further broadened by the camera's Multi Interface Shoe³ that accepts a growing range of accessories. Options include a powerful flash (HVL-F60M), clip-on LCD monitor (CLM-V55) and many more.



³ The Cyber-shot™ RX1 is equipped with Sony's newly-developed Multi Interface Shoe. This is capable of accommodating various accessories for photo and movie shooting such as flash and microphones, while drawing power from the camera. It is also compatible with Sony accessories that use the standard ISO 518 accessory shoe. The Multi Interface Shoe was developed as a common shoe for imaging products by Sony – such as digital still cameras, digital video cameras and interchangeable lens cameras – promoting compatibility among accessories and offering an enhanced shooting experience for users.

The Cyber-shot RX1 comes preinstalled with PlayMemories Home (Lite Edition) software, allowing easy image transfers to a PC for managing, editing and printing. Available for free download, a full version of PlayMemories Home adds movie editing and disc burning.

The new full-frame digital compact camera Cyber-shot RX1 from Sony is available in Hong Kong from December 2012 at the price of HK\$23,990.

Sony Premium Services

Customers who purchase the latest full frame compact digital camera Cyber-shot DSC-RX1 are eligible to purchase the optional Sony Premium Services which bring a host of benefits. These include the extension of the product warranty and a 20% discount on Sony Studio services and priority counter service. Additionally customers will get a 50% discount on value-added services which include: system and firmware updates for the cameras, image retrieval service, and delivery service. Premium Services (Cyber-shot DSC-RX1 digital cameras) provided: An extension of the local warranty 1-year plan at HK\$599 and an extension of local warranty 2-year plan at HK\$1,078. For details of Premium Services, please visit <http://www.sony.com.hk/premiumservices/>

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

About Hong Kong Marketing Company

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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 of Sony Cyber-shot 35mm Full Frame digital camera DSC-RX1:

Model		DSC-RX1
Image Sensor		
Image Sensor	35mm full-frame (35.8mm × 23.9mm) Exmor CMOS Sensor, aspect ratio 3:2	
Number of Pixels	[Effective] Approx. 24.3 megapixels [Gross] Approx. 24.7 megapixels	
Lens		
Lens Type	Carl Zeiss Sonnar T* (8 elements in 7 groups (3 aspherical elements including AA lens)	
Focal Length (35mm equivalent)	f=35mm [Still image 3:2] f=35mm [Still image 16:9] f=37mm [Movie 16:9] f=44mm (SteadyShot On), f=37mm (SteadyShot Off) [Movie 4:3] f=48mm (SteadyShot On), f=45mm (SteadyShot Off)	
F-number (maximum aperture)	F2	
Focal Range (from the focal plane)	AF approx. 30cm to infinity (Normal mode), approx. 20cm to 35cm (Macro mode)	
Camera		
Imaging Processor	"BIONZ"	
Total Zoom Magnification	Clear Image Zoom (still image): 2x Digital Zoom (still image): 24M approx. 4x / 10M approx. 6.1x / 4.6M approx. 9.1x Movie: Approx. 4x	
Main Function		
Focus Type	Contrast-detection AF	
Focus Mode	Single-shot AF (AF)* / Direct Manual Focus (DMF) / Manual Focus (MF) *Functions as Auto Focus (AF-S) in still picture shooting and as Auto Focus (AF-C) in video shooting	
Focus Area	Multi point AF (25 points) / Center weighted AF / Flexible spot / Flexible spot (tracking focus) / Flexible spot (face tracking)	
Light Metering Mode	Multi segment / Centre weighted / Spot	
Aperture	F2-22 (9 blades Iris diaphragm)	
Shutter Speed	Program Auto(30"-1/4000*), Aperture Priority(30"-1/4000*), Shutter Priority(30"-1/4000*), Manual Exposure(Bulb, 30"-1/4000*) *Maximum speed at F5.6 or greater aperture value. Maximum speed at F2.0 is 1/2000.	
ISO Sensitivity(Still Image)	ISO 100-25600 (1/3 EV step, expandable to ISO 50/64/80) Auto: ISO 100-25600, selectable with upper / lower limit Multi Frame NR: Auto (ISO 100-25600, selectable with upper / lower limit), 100-102400 (1EV step)	
ISO Sensitivity (Movie)	ISO 100-6400 equivalent (1/3 EV step) Auto: ISO 100-3200 equivalent	
Exposure Compensation	+/- 3.0EV, 1 / 3EV step	
SteadyShot	Electronic type (for movie)	
White Balance	Auto/Daylight/Shade/Cloudy/Incandescent/Fluor (Warm White)/Fluor (Cool White)/Fluor (Day White)/Fluor (Daylight)/Flash/C. Temp./C.Filter/Custom	
Shooting Mode (Still Image)	Program Auto (Program shift available), Aperture Priority, Shutter Priority, Manual, MR (Memory Recall) 1 / 2 / 3, Movie, Sweep shooting, Scene Selection, Intelligent Auto	

Scene Selection	Portrait / Landscape / Sports / Sunset / Night Portrait / Night Scene / Hand-held Twilight
Panorama	Sweep Panorama
Creativity Style	Standard / Vivid / Neutral / Clear / Deep / Light / Portrait / Landscape / Sunset / Night Scene / Autumn Leaves / Black & White / Sepia
Picture Effect	Toy Camera, Pop Color, Posterisation, Retro Photo, Soft High-key, Partial Colour, High Contrast Monochrome, Soft Focus, HDR Painting, Rich-tone Monochrome, Miniature, Watercolor, Illustration
Still Image: Number of Recorded Pixels(Image Size)	[3:2] L: 24M (6000 x 4000) / M: 10M (3936 x 2624) / S: 4.6M (2640 x 1760) [16:9] L: 20M (6000 x 3376) / M: 8.7M (3936 x 2216) / S: 3.9M (2640 x 1488) [Sweep Panorama] Standard (3872 x 2160/8192 x 1856) / Wide (5536 x 2160/12416 x 1856)
Dynamic Range Function	Off, Dynamic Range Optimizer (Auto/Level), Auto High Dynamic Range: Auto exposure difference, Exposure difference level (1.0-6.0EV, 1.0 EV step)
Flash Mode	Auto/Fill-flash/Slow Sync/Rear Sync/Off/Wireless Guide No. 6 (in meters at ISO 100)
Flash Range	ISO Auto 0.75m to 21.7m/ ISO 25600 up to 43.4m
Continuous Shooting Speed (Maximum)	Speed Priority Continuous mode: Approx.5 fps, Continuous mode: Approx. 2.5 fps (AF-S)
Image Control	Creative Style, Quality (RAW/RAW&JPEG/Extra fine/Fine/Standard), Long Exposure NR (On/Off), High ISO NR (Normal/Low/off), Multi Frame NR
Monitor & Viewfinder	
LCD	7.5cm (3.0 type) (4:3) / 1,229,000 dots / Xtra Fine / TFT LCD Brightness Control: Auto / Manual (5 steps) / Sunny Weather mode
Recording	
Recording Media * w/ Adaptor (not supplied)	Memory Stick Duo, Memory Stick PRO Duo, Memory Stick PRO Duo (High Speed), Memory Stick PRO-HG Duo, Memory Stick Micro*, Memory Stick Micro (Mark2)*, SD Memory Card, SDHC Memory Card, SDXC Memory Card, microSD Memory Card*, microSDHC Memory Card*
Recording File Format	Still Image: JPEG, RAW (Sony ARW 2.3 format), Movie: AVCHD Ver.2.0, MP4
Movie Recording Mode	AVCHD: 28M PS (1920×1080, 50p), 24M FX (1920×1080, 50i), 17M FH (1920×1080, 50i), 24M FX (1920×1080, 25p), 17M FH (1920×1080, 25p) MP4: 12M (1440×1080), 3M VGA (640×480)
Interface	
Interface	Micro USB, Hi-Speed USB (USB2.0), Micro HDMI, Microphone jack, Multi Interface Shoe
General	
Battery	NP - BX1 (supplied) USB Charge/USB Power Supply: Yes (supplied AC Adaptor)
Dimension (W x H x D)	113.3 x 65.4 x 69.6mm

Weight	Approx. 482g (Battery and Memory Stick Duo included) / Approx. 453g (Body only)
Print	Exif Print, PRINT Image Matching (PIM3)
PlayMemories Home	Yes
Others	Smart Teleconverter (approx. 1.4x / 2x), Face Detection, Face Registration, Smile Shutter, Quick Navi, Grid Line, Digital Level Gauge (pitch and roll), Exposure Bracketing, White Balance Bracketing, DRO Bracketing, Flash Bracketing, Peaking, MF Assist, Auto Portrait Framing

Features and specifications are subject to change without notice.