

SONY

Press Release

Experience Enhanced Live View with New α DSLR Camera Range by Sony

Designed to take photography to the next level, the new α range sports Exmor™ CMOS image sensor and enhanced features for professional image capture



From left to right: α 850, α 550, α 500

Hong Kong, August 28, 2009 – Sony Corporation of Hong Kong Limited today unveiled its latest α DSLR cameras - α 500, α 550 and α 850 – delivering an outstanding combination of features to take consumers' photography experience to the next level. Incorporating improved Quick AF Live View with Face Detection and Smile Shutter capabilities, the 12.3-megapixel α 500 and 14.2-megapixel α 550 enable users to capture smiling faces on their DSLR cameras easily. Featuring a 24.6-megapixel full-frame Exmor™ CMOS sensor which is also used in Sony's flagship α 900, the competitively priced α 850 delivers true-to-life reproduction with breathtaking resolution.

New Exmor™ CMOS Sensor, BIONZ™ Processor, SteadyShot®INSIDE

Boasting a 24.6-megapixel full-frame Exmor™ CMOS image sensor, the α 850 allows wide-angle and specialty lenses (such as fisheye lenses) to be used the way they were designed to. Also, users can achieve high resolution images easily for large-format printing. Similarly, the α 500 and α 550 feature a newly-developed 12.3-megapixel APS-C Exmor™ CMOS sensor and 14.2-megapixel APS-C Exmor™ CMOS sensor respectively. Coupled with a new BIONZ™ image processor and high ISO sensitivity of up to 12,800, users now have more control during handheld, low light shooting.

All **α** cameras feature SteadyShot®INSIDE, an in-body optical Image Stabilisation system which automatically counters unwanted camera shakes. Adding convenience, the new **α** range is made to work with any **α**, Minolta or Konica Minolta AF lenses, including the new DT 30mm F2.8 Macro SAM lens and full-frame-capable 28-75mm F2.8 SAM zoom lens.

High-speed Continuous Shooting, Auto HDR Mode

Capturing the moment is made much easier with burst shooting speeds that are greatly improved on the new camera range. When using the optical viewfinder, the new **α** DSLR cameras are capable of shooting speeds of up to 5 frames per second (fps). During live view shooting on the **α500** and **α550**, it is able to capture up to 4 fps. In addition, the **α550** has a Speed Priority mode that allows for up to 7 fps (with focus and exposure locked at the first frame) which is the highest among the same class and can be used in both optical viewfinder and Quick AF Live View modes.

Also available on the new **α500** and **α550** is the Auto HDR (High Dynamic Range) mode where two exposures are combined to create instantly an optimized image even when using handheld shooting. By ensuring that both highlights and shadow detail are fully captured and reproduced, pictures taken using Auto HDR will look as realistic and beautiful as the original scene.

Significantly Improved Live View Function

The **α500** and **α550** feature advanced Quick AF Live View. Using Sony-proprietary face detection technology and fast, phase-detection AF, it automatically detects up to eight faces, instantly selecting and focusing on primary targets within the camera's nine focus zones. Face Detection also optimizes settings such as exposure, white balance and the D-Range Optimizer for natural skin tone.

While most DSLR users have a hard time capturing smiling faces, the combination of Quick AF Live View with Face Detection and Smile Shutter on the new **α500** and **α550** simplifies the process of capturing smiling faces – even those that are constantly in motion. With Smile Shutter mode activated, the cameras analyse and detect faces to determine if they are smiling and automatically release the shutter once a desired Smile level is achieved. In addition, Face Detection analysis ensures natural skin tones by optimising image settings.

For greater focusing and framing control, the **α500** and **α550** feature a new Manual Focus Check Live View function that enables still life and macro shooters to view the live view image directly on the LCD monitor with 100% frame coverage. 7x or 14x magnification is possible. The **α500** and **α550** also sport a 3-inch TFT Clear Photo LCD Plus (230,400 dots) and 3-inch TFT Xtra Fine LCD (921,600 dots) respectively. Capable of tilting up or down for up to 90

degrees, these variable-angle 3-inch LCD monitors are treated with a multi-layer, anti-reflective coating for better visibility under bright outdoor light.

Hassle-free Photo Sharing

Sharing stunning photos on the new cameras is quick and convenient with high-quality Full HD slideshow playback on any compatible HD TV (via HDMI output). With BRAVIA Sync, users can easily control camera playback and BRAVIA TV functions using just one remote control. The Memory Stick Duo™ slot in all three cameras support high capacity Memory Stick media, including the new Memory Stick PRO-HG Duo™ HX cards. The new Memory Stick PRO Duo™ HX 32GB also significantly increases memory space by storing over 5000 pictures¹ on a single card. The **α500** and **α550** have an additional SD (Secure Digital) slot each.

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, a significant portion of the external body of these cameras is made from high-quality recycled polycarbonate². Using Sony exclusive technologies, the high-quality polycarbonate extracted from waste CDs are made into external body components for the **α** cameras.

The new **α** DSLR camera range will be available as follows:

Models	Suggested Retail Price	Availability
α500 Single Lens Kit (body and SAL1855 lens)	HK\$6,190	September 2009
α500 Double Lens Kit (body and SAL1855, SAL55200 lenses)	HK\$7,690	September 2009
α550 Body	HK\$5,990	September 2009
α550 Single Lens Kit (body and SAL1855 lens)	HK\$6,990	September 2009
α550 Double Lens Kit (body and SAL1855, SAL55200 lenses)	HK\$8,490	September 2009
α850 Body	HK\$14,990	September 2009
DT 30mm F2.8 Macro SAM lens	HK\$1,590	October 2009
28-75mm F2.8 SAM lens	HK\$5,990	November 2009

¹ The **α550** can store over 5000 images with Large (14-megapixel resolution), JPEG Fine setting (Aspect ratio: 3:2)

² High-quality recycled polycarbonate is recovered during CD manufacturing operations at Sony Music Manufacturing Inc

Order Now

Pre-orders for the α 550 special packages run from September 10 to September 27, 2009 at all Sony Style stores, Sony Style web site (www.sonystyle.com.hk), Sony sales and services hotline at 2345-2966 and Sony authorised dealers. All packages offer a carrying case LCS-MS10, a Memory Stick MS-HX4G, and a LCD screen protector PCK-LS7AM, for free. For details, please visit Sony web site on www.sony.com.hk.

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.

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Specification sheet for Sony α DSLR cameras α 500, α 550 and α 850

Features			α 850	α 550	α 500
Type			Digital SLR camera for use with interchangeable lenses	Digital SLR camera with built-in flash for use with inter-changeable lenses	
Lens Mount			Sony α mount		
Lens Compatibility			Sony α lenses, Minolta and Konica Minolta AF lenses ¹		
Image Sensor	Image Sensor		35mm-film format (35.9 × 24.0mm), Exmor™ CMOS sensor	APS-C size (23.4x15.6mm) Exmor™ CMOS sensor	APS-C size (23.5x15.6mm) Exmor™ CMOS sensor
	Effective Pixels		Approx. 24.6 megapixels	Approx. 14.2 megapixels	Approx. 12.3 megapixels
	Total Pixels		Approx. 25.7 megapixels	Approx. 14.6 megapixels	Approx. 12.9 megapixels
	Anti-Dust Function		Charge protection coating on low-pass filter, image-sensor shift mechanism		
Recording	Recording Format		JPEG (DCF2.0 and Exif 2.21 compliant, DPOF supported), RAW (Sony ARW 2.1 format), RAW + JPEG	JPEG (DCF Ver.2.0, Exif Ver.2.21, MPF Baseline) compliant, DPOF compatible, RAW (Sony ARW 2.1 format), RAW + JPEG	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: 6048x4032 (24M) M size: 4400x2936 (13M) S size: 3024x2016 (6.1M)	L size: 4592x3056 (14M) M size: 3344x2224 (7.4M) S size: 2288x1520 (3.5M)	L size: 4272x2848 (12.0M) M size: 3104x2072(6.4M) S size: 2128x1416 (3.0M)
		Aspect Ratio: 16:9	L size: 6048x3408 (21M) M size: 4400x2472 (11M) S size: 3024x1704 (5.2M)	L size: 4592x2576 (12M) M size: 3344x1872 (6.3M) S size: 2288x1280 (2.9M)	L size: 4272x2400 (10.0M) M size: 3104x1744 (5.4M) S size: 2128x1192 (2.5M)
		APS-C Size Capture	L size: 3984x2656 (11M), M size: 2896x1928 (5.6M), S size: 1984x1320 (2.6M)	NA	NA
	Image Quality Modes		RAW, cRAW (compressed), RAW + JPEG (Fine), cRAW (compressed) + JPEG (Fine), JPEG Extra Fine, Fine, Standard	RAW, RAW+JPEG, JPEG Fine, Standard	
	Media		Memory Stick Duo™ / Memory Stick PRO Duo™ / Memory Stick PRO-HG Duo™;	Memory Stick PRO Duo™, Memory Stick PRO-HG Duo™; SD memory card, SDHC memory card	

		CompactFlash (Type I/Type II, UDMA Mode 5 compliant), Microdrive	
	Noise Reduction	Long exposure NR: On/Off selectable, available at shutter speeds longer than 1 sec., High ISO NR: High/Normal/Low/Off selectable at ISO 1600 or higher	
	Colour Space	sRGB, Adobe RGB	
	Creative style	Standard/Vivid/Neutral /Clear/Deep/Light/Portrait/Landscape/Sunset/Night View/Autumn Leaves/B&W/Sepia Adjustable parameter: Contrast/Saturation/Sharpness/Brightness/Zone Matching * *Saturation cannot be set for B&W and Sepia.	Standard, Vivid, Portrait, Landscape, Sunset, B/W <Contrast, Saturation, Sharpness adjustable in +/- 3 steps>
	D-Range optimizer	Off/Standard/Advanced Auto/Advanced (Lv 1 to 5)	Off, D-Range Optimizer (Auto, Lv1-5), Auto HDR (Auto Exposure Difference, Exposure difference Level <Up to 3EV between 1.0-3.0EV in 0.5EV steps>)
		DRO Advanced Bracketing: 3 frames, Hi/Lo level selectable	
White Balance	Modes	Auto, Daylight, Shade, Cloudy, Tungsten, Fluorescent, Flash, Color Temperature (2500-9900K) with color filter (19-step magenta/green compensation), Custom (3 settings can be registered)	Auto, Daylight, Shade, Cloudy, incandescent, Fluorescent, Flash, Color Temperature/Color Filter, Custom
	Bracketing	3 frames; Hi/Lo level selectable	
Focus Control	Type	TTL phase detection system	
	Sensor	CCD line sensors	
	Focus Point	9 points (center dual-cross type) with 10 assist points	9 points
	Sensitivity Range	EV 0 - 18 (ISO 100 equivalent)	
	Modes	Single shot AF (AF-S), Automatic AF (AF-A), Continuous AF (AF-C), Direct Manual Focus (DMF), Manual Focus (MF)	AF/MF selectable. AF modes: Single-shot AF, Automatic AF, Continuous AF

	Focus Area		Wide, Spot, Local (9 local focus areas, selectable with multi selector)	Wide, Spot, Local (9 local areas selectable)
	Features		AF Micro Adjustment (+/- 20-step increments for up to 30 different lenses), Predictive control, Focus lock, AF illuminator (LED, Range: approx. 1-7m, Auto/Off selectable)	Predictive control, Focus lock, Eye-start AF, AF illuminator (Built-in flash, Range: approx. 1-5m)
Exposure Control	Metering	Type	TTL metering	
		Sensor	Metering Cell: 40-segment honeycomb-pattern SPC	
		Sensitivity Range	EV 0 - 20 (EV 2 - 20 in spot metering mode) (at ISO100 with F1.4 lens)	EV2 - 20 (EV4 - 20 in spot metering mode) (at ISO100 with F1.4 lens)
		Modes	Multi segment, Center-weighted, Spot	
	Exposure	Modes	Auto, Program Auto (P, with program shift), Aperture priority (A), Shutter priority (S), Manual (M)	Programmed AE (AUTO, AUTO - Flash Off, P), Aperture priority, Shutter priority, Manual, Scene selection
		Scene Selection	NA	Portrait, Landscape, Macro, Sports, Sunset, Night portrait
		Exposure Compensation	+/- 3 EV, 0.3 / 0.5 EV steps selectable	±2EV (in 0.3EV steps)
		Bracketing	3/5 frames selectable, Single or Continuous selectable, 0.3/0.5/0.7/2.0*EV steps selectable *2.0 EV bracketing limited to 3 frames.	3 continuous exposures, in 0.3/0.7EV steps
	ISO Sensitivity Range		ISO 200-3200 in 1/3 EV steps (ISO 100 - 6400 can be set as expanded ISO range) ISO Auto Range: ISO 200-1600, ISO 400-1600, ISO 400-800, ISO 200-800, ISO 200-400 selectable	AUTO (ISO 200-1600), 200 to 12800 selectable (in 1EV step, Recommended Exposure Index)
Viewfinder	Type		Fixed eye-level, pentaprism	Fixed eye-level, penta-Dach-mirror
	Field Coverage		Approx. 98%	Approx. 95%
	Magnification		Approx. 0.74x (with	0.80x (with 50mm lens at infinity, -1m ⁻¹)

		50mm lens at infinity, -1m ⁻¹)		
	Diopter Adjustment	-3.0 to +1.0m ⁻¹	-2.5 - +1.0m ⁻¹	
	Eye Relief / Eyepoint	Approx. 20mm from the eyepiece (at -1m ⁻¹)	Approx. 19mm from the eyepiece lens, 15mm from the eyepiece frame	
	Screen	Spherical acute matte screen (G type) User-replaceable L type, FDA-FL1AM (Grid type) and M type, FDA-FM1AM (Super spherical acute matte type) available (with both types optional)	Spherical Acute Matte	
LCD Monitor	Type	3.0-inch type* Xtra Fine LCD *Viewable area, measured diagonally	3.0-inch type, TFT (Xtra Fine LCD)	3.0-inch type, TFT (Clear Photo LCD Plus)
	Total Number of Dots	921,600 dots		230,400 dots
	Brightness Adjustment	Adjustable in +/- 5 steps	Auto Brightness Control (Auto setting in 2 steps), manual setting in 5 steps	
	Angle Adjustment	NA	Up/Down by 90 degrees (from the camera back)	
Quick AF Live View	Type	NA	Live view from the dedicated image sensor (pentamirror tilt system)	
	Image Sensor	NA	Dedicated to live view	
	Metering	NA	1200-zone evaluative metering	
	Sensitivity Range	NA	EV1 - 17 (in all metering modes, at ISO100 conversion with F1.4 lens)	
	Coverage	NA	90%	
	Display	NA	Histogram display, real-time image adjustment display (Exposure compensation, white balance, sunset/B&W of Creative Style)	
	Other Features	NA	Face detection (Up to 8 faces can be auto-detected.), Smile Shutter (selectable from 3 levels), Smart Teleconverter (1.4x/2.0x selectable)	
Manual Focus Check Live View	Type	NA	Live view from CMOS sensor "Exmor™"	
	Metering	NA	Metering method varies according to shooting mode in use at time of activation (live view or optical viewfinder).	
	Coverage	NA	100%	

	Other Features	NA	Enlarged display (7x/14x), Grid line display (on/off selectable)
Shutter	Type	Electronically-controlled, vertical-traverse, focal-plane type	
	Range	1/8000 to 30 sec., Bulb	1/4000 to 30 sec., Bulb
	Flash Sync Speed	1/250 sec. w/o SteadyShot INSIDE, 1/200 sec. w/ SteadyShot INSIDE	1/160 sec.
SteadyShot® INSIDE (Image Stabilization)	Type	Image-sensor shift mechanism	
	Indication	SteadyShot scale and camera-shake warning in the viewfinder	SteadyShot INSIDE scale and Camera-shake warning (indicated on LCD monitor in live view mode)
	Compensation Effect	Equivalent to approx. 2.5 to 4 steps in shutter speeds (varies according to shooting conditions and lens used)	
Flash Control for DSLR-A850	External flash	α system flash units (optional)	NA
	Control	ADI, pre-flash TTL	NA
	Flash compensation	+/- 3EV, 0.3 / 0.5 EV steps selectable	NA
	Modes	Autoflash, Fill-flash, Rear sync, Wireless*, Slow sync, High-speed Sync, *Wireless trigger requires HVL-F58AM, HVL-F20AM. *Wireless remote requires HVL-F58AM, HVL-F56AM, HVL-F42AM, HVL-F36AM.	NA
	Flash bracketing	3 / 5 frames, 0.3 / 0.5 / 0.7 / 2.0*EV step selectable *2.0EV bracketing limited to 3 frames.	NA
	Sync terminal	Built-in, adaptable to the sync. terminal of the opposite polarity	NA
Built-in Flash	Pop-up	NA	Auto
	Guide Number	NA	12 (in meters at ISO100 conversion)
	Flash Coverage	NA	18mm (focal-length printed on the lens body)
	Control	NA	ADI, Pre-flash TTL
	Flash Compensation	NA	±2EV (in 0.3 EV steps)

	Modes		NA	Flash-off, Auto, Fill-flash, Slow sync, Rear Sync., Wireless* Hi-speed sync.* *With external flash HVL-F58AM, HVL-F56AM, HVL-F42AM, HVL-F36AM	
	Flash Bracketing		NA	3 exposures in 0.3/0.7 EV steps	
	Recycling Time		NA	Approx. 4 sec.	
Drive	Modes		Single, Continuous, Self-timer (10 sec. /2 sec. delay selectable), Mirror lockup, Remote commander	Single, Continuous, Speed-priority Continuous, Self-timer (10/2 sec. delay selectable)	
	Continuous Shooting Speed (approx.)		Approx. 3 frames per sec. (max.)	In Continuous mode: Max. 5fps with viewfinder, max. 4 fps in live view mode In Speed-prioierty Continuous mode: Max. 7 fps *Varies according to shooting conditions and memory card used.	Max. 5fps with viewfinder, max. 4 fps in live view mode *Varies according to shooting conditions and memory card used.
	Number of Frames Recordable		Standard: 593, Fine: 384, Extra Fine: 34, RAW: 16, cRAW: 18, RAW & JPEG: 12, cRAW & JPEG: 12	Fine: 32 images, Standard: 116 images, RAW: 14 images, RAW+JPEG: 7 images *Varies according to shooting conditions and memory card used.	Fine: 12 imgaes, Standard 58 images, RAW: 6 images, RAW+JPEG: 3 images *Varies according to shooting conditions and memory card used.
Playback			Single (with or without shooting information, with 4 previous/ following images, RGB histogram, & height light /shadow warning), 4/9/25-frame index view, enlarged display mode (max. zoom ratio: L size: 19x, M size: 14x, S size: 9.4x)	Single (with or without shooting information, RGB histogram & highlight/shadow warning), 4/9-frame index view, enlarged display mode (Max. zoom - L size: 14x, M size: 11x, S size: 7.2x), Image orientation, Slideshow	Single (with or without shooting information, RGB histogram & highlight/shadow warning), 4/9-frame index view, enlarged display mode (Max. zoom - L size: 13.4x, M size: 10.1x, S size: 6.7x), Image orientation, Slideshow
Interface	PC Interface	Type	USB2.0 Hi-speed Mass Storage (Multi LUN compliant) / PTP / PC Remote Control	USB2.0 Hi-speed (mass-storage, PTP)	
		HDMI output	HDMI mini connector, PhotoTV HD	HDMI mini connector (Type C), BRAVIA Sync (Sync menu), PhotoTV HD	
Power	Battery		One Rechargeable Battery Pack NP-FM500H		
	Battery Performance		Approx. 880 shots (measured using CIPA standard)	Approx. 950 images with viewfinder, approx. 480 images in live view mode (CIPA standard)	Approx. 1000 images with viewfinder, approx. 520 images in live view mode (CIPA standard)

	External Power Source	AC Adapter AC-PW10AM (optional) / Charger AC-VQ900AM (optional)	AC Adapter/Charger AC-VQ900AM, AC Adapter AC-PW10AM (both sold separately)	
Weight		Approx. 850g (w/o battery, memory card, accessories)	Approx. 599g (without battery, memory card, accessories)	Approx. 597g (without battery, memory card, accessories)
Dimensions		Approx. 156.3 x 116.9 x 81.9 mm (W/H/D, excluding protrusions)	Approx. 137 x 104 x 84mm (W/H/D, excluding protrusions)	Approx. 137 x 104 x 84mm (W/H/D, excluding protrusions)
Operating Temperature		0 to 40 degrees C		

¹DT lenses are not recommended for use with 35mm full-frame sensors due to their differing image circle size, which may affect light metering accuracy in certain shooting situations.