

**Press Release**

**Sony Launches its First Full HD Waterproof Handycam®  
with Self-Shooting Function**

*The HDR-GW77VE offers a stellar experience for travelers, with high 20.4MP resolution still picture, optimized self-shooting function, along with waterproof, shockproof, and dust-resistant capabilities*



*Handycam® HDR-GW77VE*

**Hong Kong, May 17, 2012** – The HDR-GW77VE, Sony’s latest offering from its Handycam® series, takes Full HD video into the great outdoors with a camcorder on the beach, on a country hike or even in bad weather. Waterproof (IPX8 / at depth of up to five metres), dust resistant (IP5X) and shockproof against falls of up to 1.5m, the new HDR-GW77VE also allows for self-shooting with its swivel 3.0” LCD screen, making it the perfect companion to take on road trips and holidays.

Incorporating Sony's unique optical design technology and quality control, the waterproof Handycam® captures the whole scene both near and far through a wide angle 29.8mm Sony G Lens, allowing users to shoot roughly a wider area of up to two times as compared to a conventional camcorder. The HDR-GW77VE is equipped with a Sweep Panorama function that records the whole sweep of the landscape with a single press of the shutter button.

Waterproof for up to five metres, the HDR-GW77VE becomes an ideal product to have by the pool, at the beach and even filming anything under the water's surface. Its Extended Zoom pushes the 10x optical zoom to a maximum magnification of 17x with no fear of a shaky image thanks to Optical Steady-Shot with Active mode, ensuring smooth and stable videos across different shooting scenarios.



And for those who are interested in capturing memories of their travels and the iconic locations they have been to, the LCD swivel screen and Self Portrait Timer function makes it a snap to shoot properly framed images of themselves with the scenic background.

Taking high quality video even in dimly-lit locations is now possible with the HDR-GW77VE's in-built "EXMOR R" CMOS Sensor. Featuring a back-illuminated design that maximises and efficiently utilises the amount of light received, the sensor actually doubles the sensitivity in comparison to conventional CMOS sensors. The result is reduced noise, smoother action sequences and higher image quality, especially in low-light conditions.

The 3.0" Extra Fine LCD touch screen provides a high-definition preview of movies or of still photos taken with By Pixel Super Resolution technology, providing detailed images of up to 20.4 megapixels. Event Browse automatically groups the videos by event, and the Highlight Playback function automatically edits and saves events as playback-ready short movies at the touch of a button.

With the HDR-GW77VE, charging is easy and effortless via a supplied USB cable connected to a computer. The same cable also allows for quick transferring of recorded materials to the computer and Sony's proprietary PlayMemories Home software, providing a variety of editing and management functions, including uploading the users' creations to YouTube, Facebook, or other Internet sharing sites.

Available in white and black, the new Handycam® HDR-GW77VE waterproof camcorder from Sony will be available from Mid June 2012 at the suggested retail price of HK\$5,980.

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).

### **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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**Product specifications of Sony waterproof Handycam® HDR-GW77VE:**

<b>Model</b>		<b>HDR-GW77VE</b>
Image Sensor		1/3.91 type(4.6mm) back-illuminated "Exmor R" CMOS Sensor
Processor		BIONZ® image processor
Pixel For Still Image Recording		20.4 megapixels
Gross Pixels		Approx.5430K pixels
Effective Picture Resolution		Approx.5020K pixels(16:9)
Minimum Illumination		Standard:6 lux(1/50 Shutter Speed) Low Lux:3 lux(1/25 Shutter Speed)
Lens	Type	G™ Lens
	Focal Length (Movie Mode) (35mm Equivalent)	f=29.8-298mm(16:9),f=36.3-363mm(4:3) f=1 3/16-11 3/4inch(16:9),f=1 7/16-14 3/8inch(4:3)
	Focal Length (Photo Mode) (35mm Equivalent)	f=29.8mm - 298mm (16:9), f=36.3mm - 363mm (4:3)
Aperture		F1.8-F3.4
Zoom		Optical Zoom 10x Digital Zoom 120x
Extended Zoom		17x
Steadyshot™		Optical SteadyShot™ image stabilization with Active mode
Internal Media		Flash Memory 16GB (13.2 GB for recording)
Recording Media		Internal Flash Memory Memory Stick Micro™ (Mark 2) Micro SD/SDHC Memory Card(Class 4 or Higher)
Video Format		HD:MPEG4-AVC/H.264 AVCHD™ format ver.2.0 compatible STD:MPEG2-PS
Video Mode (Resolution)		HD:1920x1080/50p(PS), 50i(FX,FH), 1440x1080/50i (HQ,LP) STD:720x576/50i
Still Image Size	Photo Mode	L:20.4 megapixels 16:9 (6016x3384),15.3 megapixels 4:3 (4512x3384) M:10.0 megapixels 16:9 (4224x2376),5.0 megapixels 4:3 (2592x1944) S:2.1 megapixels 16:9 (1920x1080),0.3 megapixels 4:3 (640x480)
	Movie Mode	L:20.4 megapixels 16:9 (6016x3384),15.3 megapixels 4:3 (4512x3384) M:10.0 megapixels 16:9 (4224x2376),5.0 megapixels 4:3 (2592x1944) S:2.1 megapixels 16:9 (1920x1080),0.3 megapixels 4:3 (640x480)
	Sweep Panorama	Standard (4,912 x 1,080/3,424 x 1,920) Wide(7,152 x 1,080/4,912 x 1,920)
Flash		Built-in Flash (Approx.0.3m - 2.5m)

LCD Monitor	7.5cm(3.0 type) Xtra Fine LCD™ display(921K) Wide(16:9)
Microphone /Speaker	Built-in Zoom Microphone / Monoral Speaker
Intelligent Auto	Portrait/Baby/Walk/Tripod/Backlight/Landscape/Spotlight/Twilight/Macro/ Low light/UnderWater
Water Proof	Yes(IPX8 5m)
Dust Proof	Yes(IP5X)
Shockproof	Yes( 1.5m MIL-STD810F Method 516.5-Shock )
Panorama (Photo Mode)	Intelligent Sweep Panorama
Embedded GPS	Yes(Current Position Display(Your Location))
Golf Shot	Yes
AF Mode	Auto/Manual(Touch Panel)
Tele Marco	Yes
Scene Selection	Auto/Night Scene/Night Portrait(Photo Mode only)/Sunrise & Sunset/Fireworks/Landscape/Portrait/Spotlight/Beach/Snow/Underwater
Built-In “Play Memories Home (Lite Version)”	Yes
Dimensions (WxHxD)	Approx. 32.2mm(W)×105.5mm(H)×70.2mm(D)
Weight (Main Unit Only)	Approx. 188g
Battery Type	NP-BG1(supplied) / NP-FG1 (Optional)
Interface	Memory Card Slot: Memory Stick Micro™ and Micro SD/SDHC compatible HD Output: HDMI Out(micro) USB port: micro-B/USB2.0 Hi-speed (mass-storage/MTP, Read Only) BRAVIA® Sync™ PhotoTV HD
Supplied Accessories	Rechargeable Battery Pack(NP-BG1) (1) AC adaptor (1) Power Cord (1) HDMI(micro) Cable (1) micro USB Cable (1) "Operating Guide"(1) Wrist Strap (1)