

## Press Release

### ***α7 Series from Sony are World's First 35mm Full-Frame Sensor Interchangeable Lens Mirrorless Cameras with Auto Focus<sup>1</sup>***

*α7R is world's smallest<sup>2</sup>, lightest 35mm full-frame interchangeable lens camera*



**α7R**

- **Full-frame Exmor™ CMOS sensor: α7R with 36.4 effective megapixels and no optical low-pass filter; α7 with 24.3 effective megapixels**
- **New BIONZ X™ image processor with dramatically increased processing speed and image quality<sup>3</sup>**
- **Newly-developed ultra-fast Intelligent AF is 35% quicker than conventional contrast-detection autofocus**
- **Improved XGA OLED Tru-Finder™ with wide field of view**
- **Practical, reliable and intuitive with dust/moisture-resistant body and extensive custom controls**
- **AVCHD Progressive Full HD (50p /25p) movie recording with audio level control and clean HDMI output**

**Hong Kong, October 16, 2013** – Sony today announced the launch of the new *α* series. Hotly awaited by professional photographers and enthusiasts, the *α7R* and *α7* from Sony set an exciting new benchmark in digital imaging. A game-changing blend of imaging power and portability, both mirrorless models redefine the creative options of full-frame photography in a palm-sized interchangeable lens camera.

The *α7R* (36.4 effective megapixels) and *α7* (24.3 effective megapixels) give serious photographers a limitless array of new artistic possibilities. Expanding the range of optics from Sony and Carl Zeiss, six<sup>4</sup> new full-frame lenses complement the cameras' superlative image quality – whether you're shooting detail-packed stills or crisp, cinematic Full HD video.

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<sup>1</sup> According to survey conducted by Sony as of October 2013, for non-reflex interchangeable lens digital camera equipped with auto focus function.

<sup>2</sup> Among interchangeable-lens cameras equipped with a 35mm full-frame (equivalent) image sensor according to survey conducted by Sony as of October 2013.

<sup>3</sup> Approximately three times faster compared to previous BIONZ processors.

<sup>4</sup> Five new E-mount lenses and one new A-mount lens which can be used on the new *α7R* and *α7* with a lens adaptor.

Beautifully styled and easy to hold on lengthy assignments, both cameras are no-compromise photographic tools that put the needs of advanced users first. Front and back dials plus a control wheel and exposure compensation dial allow intuitive adjustments while framing shots through the high-contrast, high resolution XGA OLED Tru-Finder or on the tiltable 3.0-type LCD screen.

The 35mm full-frame Exmor CMOS sensor in both cameras incorporates light concentration and photo diode expansion technologies, while the  $\alpha$ 7R also features a new ‘gapless’ on-chip lens design that eliminates gaps between adjacent pixels. These advances increase light collection efficiency, achieving outstanding resolution, sensitivity and low noise while circumventing the challenge of decreased pixel size due to the extremely high pixel count.

Together with the powerful new BIONZ X processor, the full-frame sensor also allows both cameras to shoot pro-quality Full HD video (50p/25p)<sup>5</sup>. You’ll enjoy rich, beautifully rendered movie footage with sumptuous colours and ultra-low noise, even in low light. Clear Image Zoom has been enhanced for video recording, delivering powerful close-ups without sacrificing pixel count. Pro-style movie features include an audio recording level control and display, plus a ‘clean’ HDMI output that allows video to be viewed on an external monitor or recorded on another device.

Both cameras showcase new Fast Intelligent AF that ensures speedy, accurate autofocus. The  $\alpha$ 7 supplements this with Fast Hybrid AF that combines Fast Intelligent AF with phase detection autofocus. Boosting AF tracking, it lets the  $\alpha$ 7 keep fast-moving subjects like athletes and wildlife in sharp focus while supporting continuous shooting at up to 5 frames per second.

Both new cameras are designed to be fully customisable to exactly suit your precise photographic demands, with nine customisable buttons and 46 assignable functions<sup>6</sup>.

With both Wi-Fi with NFC, the  $\alpha$ 7R and  $\alpha$ 7 allow effortless one-touch wireless connections with your Xperia™ or NFC-compatible Android smartphone or tablet. The  $\alpha$ 7R and  $\alpha$ 7 also connect to your iOS devices via Wi-Fi.

[PlayMemories Camera Apps](#) further enhance your photo experience with a growing range of free and paid apps, spanning exciting new creative effects and filters, utilities and more. New ‘[Multiple Exposure](#)’ automatically composites sequential exposures, making it easy to create beautiful and dramatic effects with a choice of pre-set artistic themes as well as manual blending modes. Pre-installed in both camera models, ‘[Smart Remote Control](#)’<sup>7</sup> controls exposure and shutter release from your smartphone. Great for tripod-mounted group shots and self-portraits, the app also sends photos automatically to your mobile device for on-the-spot sharing<sup>8</sup>.

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<sup>5</sup> AVCHD Progressive, 1920x1080 60p/50p/25p/24p.

<sup>6</sup> Some functions can only be assigned to certain buttons.

<sup>7</sup>  $\alpha$ 7 series will become compatible with “Camera Remote API beta” (<http://camera.developer.sony.com>), API (Application Program Interface) for remote operation of Sony camera with Wi-Fi-equipped smartphones and electronic tablets, after installation of the most recent Smart Remote Control that is distributed from countries providing PlayMemories Camera Apps.

<sup>8</sup> ‘Direct Upload’ available at launch. ‘Multiple Exposure’, ‘Smart remote control v2.10’, ‘Picture Effect+’, ‘Photo Retouch’ and ‘Lens Compensation’ will be available for the  $\alpha$ 7R /  $\alpha$ 7 by the end of 2013.



**α7R**

### **α7R**

With a tough magnesium alloy body that's dust- and moisture-resistant, the **α7R** weighs in at just 407g (body only) as the world's smallest, lightest interchangeable lens camera with a full-frame sensor.

Appealing equally to busy photo professionals and advanced amateurs, it also boasts the highest image quality of any **α** camera to date. The brand-new 36.4-effective megapixel (approximate) full-frame Exmor CMOS sensor delivers levels of detail unprecedented in any camera of its class. The high resolution sensor of the **α7R** has no optical low-pass filter, ensuring that its extraordinary resolving power is fully exploited. It's complemented by a new BIONZ X processor – Sony's latest-generation imaging engine that maximises detail and reduces image noise over a wide ISO 100-25600 sensitivity range<sup>9</sup>.



**α7**

### **α7**

Crafted to meet the demands of advanced amateurs and professional photographers, the **α7** offers an exciting entry into the world of full-frame photography. The camera's rigid metal frame is complemented by an external top cover in magnesium alloy that contributes to a weight of just 416g (body only).

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<sup>9</sup> Expandable down to ISO 50 and up to ISO 51,200 with Multi-Frame Noise Reduction.

The 35mm full-frame Exmor CMOS sensor with a resolution of approximately 24.3 effective megapixels guarantees high sensitivity and exceptional low-noise performance thanks to its high resolving power and large pixel size.

### **New full-frame interchangeable E-mount lenses**

There's a choice of five new full-frame E-mount lenses to realise the sheer imaging power of the **α7R** and **α7**. The E-mount full-frame family includes two mid-range zooms by Sony and Carl Zeiss, two bright Sonnar T\* primes and a premium-quality G lens telephoto zoom. There's also a new-generation mount adaptor that gives photographers extra freedom to re-use their precious collection of full-frame A-mount optics with both cameras, including the newly-announced SAL70200G2 70-200mm F2.8 G SSM II telephoto zoom.

### **A range of new accessories**

New accessories will also be available for the **α7R** and **α7**. The LA-EA4 and LA-E3 mount adaptors for E-mount cameras are compatible with virtually every A-mount lens. The LA-EA4 comes with built-in AF motor and 15-point AF sensor, ensuring speedy, continuous autofocus; while LA-EA3 lets photographers shoot full-frame pictures with A-mount lens. The VG-C1EM grip extends shooting stamina via two NP-FW50 batteries, as well as providing greater user comfort during vertical shooting.

The BC-TRW Battery Charger gives visual LED confirmation of recharging status and the FA-CS1M off-camera shoe can be used as an off-camera cable by connecting with a Multi Flash Cable. The PCK-LM16 Screen Protector Semi Hard Sheet protects the LCD screen from scratches and dust while allowing clear view even under bright sunshine. The LCS-ELCA premium leather soft carrying case extends the premium quality experience of handling and using the **α7R/ α7** while protecting your camera from scuffs and marks whilst being carried. The new LCS-BBL and LCS-BBM soft carrying cases also ensure the safety of your lenses.

The light, compact new **α7R** and **α7** interchangeable lens full-frame digital cameras from Sony will be launched from mid November 2013 and the prices are as follows:

| <b>Models</b>                   | <b>Prices</b> |
|---------------------------------|---------------|
| <b>α7R</b> (Body only)          | HK\$16,990    |
| <b>α7</b> Lens Kit with SEL2870 | HK\$14,490    |
| <b>α7</b> (Body only)           | HK\$11,990    |

The **α7R** and **α7** are available for pre-order from 24 October to 10 November 2013 and users can register online for the latest pre-order information:

[http://www.sony.com.hk/campaign/a7series/index\\_e.jsp](http://www.sony.com.hk/campaign/a7series/index_e.jsp)

### **Sony Premium Services**

Customers who purchase the latest  $\alpha$  interchangeable lens camera  $\alpha$ 7R or  $\alpha$ 7 are eligible to purchase 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. Additionally customers will get a 50% discount on value-added services which include: console and lens cleaning, system and firmware updates for the cameras, image retrieval service, camera rental service and delivery service. Premium Services ( $\alpha$  and NEX series) provided: An extension of the local warranty 1-year plan at HK\$590 and an extension of local warranty 2-year plan at HK\$1060.

For details of Premium Services, please visit <http://www.sony.com.hk/premiumservices/>.

For customer enquiries, please contact Sony hotline service 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 35mm full frame Interchangeable-lens digital camera  $\alpha$ 7R &  $\alpha$ 7:**

| <b>Model</b>                          | <b><math>\alpha</math>7R</b>   | <b><math>\alpha</math>7</b>  |
|---------------------------------------|--|--|
| <b>General</b>                        |  |  |
| Camera type                           | Interchangeable-lens digital camera  |  |
| Lens compatibility                    | Sony E-mount lenses  |  |
| <b>Image sensor</b>                   |  |  |
| Type                                  | 35mm full frame (35.9 x 24.0mm), <i>Exmor<sup>TM</sup></i> CMOS sensor   | 35mm full frame (35.8 x 23.9mm), <i>Exmor<sup>TM</sup></i> CMOS sensor   |
| Number of pixels (effective)          | Approx. 36.4 megapixels  | Approx. 24.3 megapixels  |
| Number of pixels (total)              | Approx. 36.8 megapixels  | Approx. 24.7 megapixels  |
| Image sensor aspect ratio             | 3:2  |  |
| Anti-dust system                      | Charge protection coating on optical filter and ultrasonic vibration mechanism   |  |
| <b>Recording system (still image)</b> |  |  |
| Recording format                      | JPEG (DCF Ver. 2.0, Exif Ver. 2.3, MPF Baseline compliant), RAW (Sony ARW 2.3 format)  |  |
| Image size (pixels)                   | <p><b>3:2 aspect ratio</b></p> <p><b>35mm full frame</b></p> <p>L: 7360 x 4912 (36M),<br/>M: 4800 x 3200 (15M),<br/>S: 3680 x 2456 (9.0M)</p> <p><b>APS-C</b></p> <p>L: 4800 x 3200 (15M),<br/>M: 3680 x 2456 (9.0M),<br/>S: 2400 x 1600 (3.8M)</p> <p><b>16:9 aspect ratio</b></p> <p><b>35mm full frame</b></p> <p>L: 7360 x 4144 (30M),<br/>M: 4800 x 2704 (13M),<br/>S: 3680 x 2072 (7.6M)</p> <p><b>APS-C</b></p> <p>L: 4800 x 2704 (13M),<br/>M: 3680 x 2072 (7.6M),</p> | <p><b>3:2 aspect ratio</b></p> <p><b>35mm full frame</b></p> <p>L: 6000 x 4000 (24M),<br/>M: 3936 x 2624 (10M),<br/>S: 3008 x 2000 (6.0M)</p> <p><b>APS-C</b></p> <p>L: 3936 x 2624 (10M),<br/>M: 3008 x 2000 (6.0M),<br/>S: 1968 x 1312 (2.6M)</p> <p><b>16:9 aspect ratio</b></p> <p><b>35mm full frame</b></p> <p>L: 6000 x 3376 (20M),<br/>M: 3936 x 2216 (8.7M),<br/>S: 3008 x 1688 (5.1M)</p> <p><b>APS-C</b></p> <p>L: 3936 x 2216 (8.7M),<br/>M: 3008 x 1688 (5.1M),</p> |

|                                 |  |                       |
|---------------------------------|--|-----------------------|
|                                 | S: 2400 x 1352 (3.2M)  | S: 1968 x 1112 (2.2M) |
|                                 | <b>Sweep Panorama</b><br>Wide: horizontal 12416 x 1856 (23M), vertical 5536 x 2160 (12M), Standard: horizontal 8192 x 1856 (15M), vertical 3872 x 2160 (8.4M)  |                       |
| Image quality modes             | RAW, RAW & JPEG, JPEG Extra fine , JPEG Fine, JPEG Standard  |                       |
| RAW output                      | 14 bit   |                       |
| Picture Effect                  | 13 modes : 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, Watercolor, Illustration                     |                       |
| Creative Style                  | Standard, Vivid, Neutral, Clear, Deep, Light, Portrait, Landscape, Sunset, Night Scene, Autumn Leaves, Black & White, Sepia (Contrast -3 to +3 steps, Saturation -3 to +3 steps, Sharpness -3 to +3 steps) (Style Box 1-6 also provided) |                       |
| Dynamic range functions         | Off, Dynamic Range Optimizer (Auto/Level 1-5), Auto High Dynamic Range: Auto Exposure Difference, Exposure Difference Level (1-6 EV, 1 EV step)  |                       |
| Color space                     | sRGB standard(with sYCC gamut), Adobe RGB standard compatible with TRILUMINOS™ Color   |                       |
| <b>Recording system (movie)</b> |  |                       |
| Recording format                | AVCHD ver 2.0 compliant /MP4   |                       |
| Video compression               | AVCHD: MPEG-4 AVC (H.264)<br>MP4: MPEG-4 AVC (H.264)   |                       |
| Audio recording format          | AVCHD: Dolby Digital (AC-3) , 2ch / MP4: MPEG-4 AAC-LC, 2ch  |                       |
| Image size (pixels)             | AVCHD: 1920 x 1080 (60p/50p/28 Mbps/PS, 60i/50i/24 Mbps/FX, 60i/50i/17 Mbps/FH, 24p/25p/24 Mbps/FX, 24p/25p/17 Mbps/FH)<br>MP4: 1440 x 1080 (25/30 fps/12 Mbps), 640 x 480 (25/30 fps/3  |                       |

|                        |   |   |
|------------------------|---|---|
|                        | Mbps)   |   |
| Movie functions        | Audio Level Display, Audio Rec Level, Auto Slow Shutter, HDMI info. Display (On/Off selectable)   |   |
| Color space            | xvYCC standard (x.v.Color™ when connected via HDMI cable) compatible with TRILUMINOS™ Color   |   |
| <b>Media</b>           |   |   |
| Media                  | <i>Memory Stick PRO Duo, Memory Stick PRO-HG Duo, Memory Stick XC-HG Duo, SD memory card, SDHC memory card(UHS-I compliant), SDXC memory card(UHS-I compliant)</i>  |   |
| Slot                   | Multi slot for Memory Stick Duo / SD Memory card  |   |
| <b>Noise reduction</b> |   |   |
| Noise reduction        | Long exposure NR: On/Off, available at shutter speeds longer than 1 sec., High ISO NR: Normal/Low/ Off selectable   |   |
| Multi Frame NR         | Auto/ISO 100 to 51200   |   |
| <b>White balance</b>   |   |   |
| Modes                  | Auto WB, Daylight, Shade, Cloudy, Incandescent, Fluorescent, (Warm White / Cool White / Day White / Daylight) /, Flash, C. Temp 2500 to 9900K, C. Filter (G7 to M7 15-step, A7 to B7 15-step), Custom, Underwater, AWB micro adjustment(G7 to M7 15 step, A7 to B7 15 step), Bracketing: 3 frames, H/L selectable |   |
| <b>Focus system</b>    |   |   |
| Type                   | Contrast-detection AF   | Fast Hybrid AF (phase-detection AF/contrast-detection AF)   |
| Focus point            | 25 points   | <b>35mm full frame:</b><br>117 points (phase-detection AF)<br><b>APS-C:</b><br>99 points (phase-detection AF)/<br>25 points (contrast-detection AF) |
| Sensitivity range      | EV 0 to EV 20 (at ISO 100 equivalent with F2.8 lens attached)   |   |
| AF modes               | Single-shot AF (AF-S), Continuous AF (AF-C), Direct Manual Focus (DMF), Manual Focus  |   |
| Focus area             | Multi Point (25 points) / Center-weighted / Flexible Spot   | Multi Point (117 points (phase-detection AF), 25  |

|  |  |  |
|--|--|--|
|  | (S/M/L) / Zone   | points(contrast-detection AF)) / Zone / Center-weighted / Flexible Spot (S/M/L)  |
| Other features                               | Lock-on AF, Eye AF, Focus lock; Eye-start AF and AF micro adjustment (both only available with optional LA-EA2 or LA-EA4 attached), AF illuminator (built-in, LED type, range: Approx. 0.30-3m), AF ON                                       | Lock-on AF, Eye AF, Predictive control, Focus lock; Eye-start AF and AF micro adjustment (both only available with optional LA-EA2 or LA-EA4 attached), AF illuminator (built-in, LED type, range: Approx. 0.30-3m), AF ON |
| <b>Exposure control</b>                      |  |  |
| Metering type                                | 1200-zone evaluative metering  |  |
| Metering sensor                              | <i>Exmor™</i> CMOS sensor  |  |
| Metering sensitivity                         | EV 0 to EV 20 (at ISO 100 equivalent with F2.8 lens attached)  |  |
| Metering modes                               | Multi-segment, Center-weighted, Spot   |  |
| Exposure modes                               | AUTO (iAUTO, Superior Auto), Programmed AE (P), Aperture priority (A), Shutter-speed priority (S), Manual (M), Scene Selection, Sweep Panorama, Movie (Programmed AE (P) / Aperture priority (A) / Shutter-speed priority (S) / Manual (M) ) |  |
| Scene Selection                              | Portrait, Landscape, Macro, Sports Action, Sunset, Night Portrait, Night Scene, Hand-held Twilight, Anti Motion Blur   |  |
| Exposure compensation                        | +/-5.0 EV (in 1/3 EV or 1/2 EV steps), with exposure compensation dial: +/-3.0 EV (in 1/3 EV steps)  |  |
| AE Bracketing                                | Bracket: Cont./Bracket: Single, With 1/3 EV, 1/2 EV, 2/3 EV, 1.0 EV, 2.0 EV, 3.0 EV increments, 3/5 frames (2.0 EV, 3.0 EV : only 3 frames) selectable   |  |
| AE lock                                      | Available with AE lock button. Locked when shutter button is presses halfway. Can be disabled from the Menu  |  |
| ISO sensitivity (Recommended Exposure Index) | Still images: ISO 100-25600 (ISO numbers up from ISO 50 can be set as expanded ISO range), AUTO (ISO 100-6400, selectable lower limit and upper limit)<br>Movies: ISO 200-25600 equivalent, AUTO (ISO 200-6400 equivalent)                   |  |
| <b>Viewfinder</b>                            |  |  |

|                                    |  |  |
|------------------------------------|--|--|
| Type                               | XGA OLED, 1.3cm (0.5 type) electronic viewfinder (color)   |  |
| Number of dots (total)             | 2,359,296 dots   |  |
| Brightness control                 | Auto/Manual (5 steps between -2 and +2)  |  |
| Color temperature control          | Manual (5 steps)   |  |
| Field coverage                     | 100%   |  |
| Magnification                      | Approx. 0.71x (with 50mm lens at infinity, -1m <sup>-1</sup> diopter)<br>Diopter adjustment: -4.0 to +3.0m <sup>-1</sup> diopter               |  |
| Eye point                          | Approx. 27mm from the eyepiece lens, 22mm from the eyepiece frame at -1m <sup>-1</sup> diopter (CIPA standard)                                 |  |
| Display contents                   | Graphic Display, Display All Info, No Disp. Info, Histogram, Digital Level Gauge   |  |
| <b>LCD screen</b>                  |  |  |
| Type                               | 7.5cm (3.0 type) TFT drive   |  |
| Total number of dots               | 921,600 dots   |  |
| Brightness control                 | Manual (5 steps between -2 and +2), Sunny Weather mode   |  |
| Adjustable angle                   | Up approx. 90 degrees, down approx. 45 degrees   |  |
| Display selector (Finder/LCD)      | Auto/Manual  |  |
| Display                            | Graphic Display / Display All Info. / No Disp. Info. / Histogram / Digital Level Gauge / Shooting information for viewfinder mode              |  |
| Real-time image-adjustment display | On/Off   |  |
| Focus magnifier                    | 35mm full frame: 7.2x, 14.4x,<br>APS-C: 4.7x, 9.4x   | 35mm full frame: 5.9x, 11.7x,<br>APS-C: 3.8x, 7.7x |
| Zebra                              | Yes  |  |
| Peaking MF                         | Yes (Level setting: High/Mid/Low/Off, Color: White/Red/Yellow)   |  |
| <b>Other features</b>              |  |  |
| Face Detection                     | On / On (Regist. Faces) / Off, Face registration, Face selection (Max. number of detectable faces: 8)  |  |
| Auto Object Framing                | Yes  |  |
| Clear Image Zoom                   | Still / Movie: Approx. 2x  |  |
| Digital zoom                       | Smart zoom (still images):<br>35mm full frame: M:approx 1.5x, S:approx 2x<br>APS-C: M:approx 1.3x, S:approx 2x<br>Digital zoom (still images): |  |

|  |   |             |
|--|---|-------------|
|  | 35mm full frame:<br>L:approx 4x, M:approx 6.1x, S:approx 8x<br>APS-C: L:approx 4x, M:approx 5.2x, S:approx 8x<br>Digital zoom (movies):<br>35mm full frame: approx 4x<br>APS-C: approx 4x |             |
| PlayMemories Camera Apps                       | Yes   |             |
| Lens compensation                              | Peripheral shading, chromatic aberration, distortion  |             |
| <b>Shutter</b>                                 |   |             |
| Type   | Electronically controlled, vertical-traverse, focal-plane type  |             |
| Shutter speed                                  | Still Images: 1/8000 to 30 sec., Bulb,<br>Movies: 1/8000 to 1/4 (1/3 step).<br>PAL: up to 1/50 in AUTO mode. up to 1/25 in Auto Slow Shutter mode   |             |
| Flash sync. speed                              | 1/160 sec.  | 1/250 sec   |
| Electronic front curtain shutter               | NO  | Yes, On/Off |
| <b>SteadyShot INSIDE (image stabilization)</b> |   |             |
| Type   | Not supported (image stabilization supported by lens)   |             |
| <b>Flash(with optional external flash)</b>     |   |             |
| Control  | Pre-flash TTL   |             |
| Flash compensation                             | +/-3.0 EV (switchable between 1/3 and 1/2 EV steps)   |             |
| Flash bracketing                               | 1/3, 1/2, 2/3, 1, 2, 3 EV steps, 3/5 frames (1.0/2.0/3.0 EV: only 3 frames) selectable  |             |
| Flash modes                                    | Flash off, Autoflash, Fill-flash, Slow Sync., Rear Sync. Red-eye reduction (On/Off selectable), Hi-speed sync <sup>*1</sup> , Wireless <sup>*1</sup>                                      |             |
| External flash                                 | Sony $\alpha$ System Flash compatible with Multi Interface Shoe. Attach the shoe adaptor for flash compatible with Auto-lock Accessory Shoe.  |             |
| <b>Drive</b>                                   |   |             |
| Modes  | Single shooting, Continuous shooting, Speed Priority Continuous shooting, Self-timer (10/2 sec. delay selectable),<br>Self-timer (Cont.) (10 sec. delay; 3/5 exposures selectable),       |             |

|                                     |  |   |
|-------------------------------------|--|---|
|                                     | Bracketing (Cont., Single, White Balance, DRO)   |   |
| Speed (approx., max.)* <sup>2</sup> | Continuous shooting: Max.<br>1.5fps, Speed Priority<br>Continuous shooting: Max.<br>4.0fps   | Continuous shooting: Max.<br>2.5fps, Speed Priority<br>Continuous shooting: Max.<br>5.0fps  |
| <b>Playback</b>                     |  |   |
| Modes                               | Single (with or without shooting information, RGB histogram & highlight/shadow warning), 9/25-frame index view, Enlarged display mode (Maximum magnification L: 23.0x, M: 15.0x, S: 11.5x), Auto Review (10/5/2 sec, off), Image orientation (Auto/Manual/Off selectable), Slideshow, Panorama scrolling, Folder selection (Still / Date / MP4 / AVCHD), Forward/Rewind (Movie), Delete, Protect | Single (with or without shooting information, RGB histogram & highlight/shadow warning), 9/25-frame index view, Enlarged display mode (Maximum magnification L: 18.8x, M: 12.3x, S: 9.4x), Auto Review (10/5/2 sec, off), Image orientation (Auto/Manual/Off selectable), Slideshow, Panorama scrolling, Folder selection (Still / Date / MP4 / AVCHD), Forward/Rewind (Movie), Delete, Protect |
| <b>Interface</b>                    |  |   |
| PC interface                        | Mass-storage, MTP, PC remote   |   |
| Multi / Micro USB Terminal          | Yes* <sup>3</sup>  |   |
| Wi-Fi                               | Playback of still images and movies on smartphones, PCs and TVs  |   |
| NFC™                                | Yes(NFC Forum Type 3 Tag compatible, One-touch remote, One-touch sharing)  |   |
| HD output                           | HDMI micro connector (Type-D), BRAVIA Sync (link menu), PhotoTV HD, 4K still image playback  |   |
| Multi Interface Shoe                | Yes  |   |
| Others                              | Auto-lock Accessory Shoe compatible with supplied shoe adaptor, Microphone terminal (3.5mm Stereo minijack), Headphone terminal (3.5mm Stereo minijack), Vertical Grip   |   |

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|  | Connector  |  |
| Compatible OS                                | Windows Vista <sup>*4</sup> SP2, Windows 7 SP1, Windows 8, Mac OS X (v. 10.6-10.8)   |  |
| <b>Audio</b>                                 |  |  |
| Microphone                                   | Built-in stereo microphone or ECM-CG50 / XLR-K1M (sold separately)   |  |
| Speaker                                      | Built-in monaural  |  |
| <b>Print</b>                                 |  |  |
| Compatible standards                         | Exif Print, Print Image Matching III, DPOF setting   |  |
| <b>Custom function</b>                       |  |  |
| Type   | Custom key settings, Programmable setting  |  |
| Memory function                              | Yes (2 sets)   |  |
| <b>Power</b>                                 |  |  |
| Battery                                      | Rechargeable Battery Pack NP-FW50  |  |
| Still images                                 | Approx. 270 shots (viewfinder) / approx. 340 shots (LCD screen) (CIPA standard)  |  |
| Movies                                       | Actual <sup>*5*6</sup> : Approx. 60 min with viewfinder, approx. 65 min with LCD screen (CIPA standard)<br>Continuous <sup>*5*7</sup> : Approx. 90 min with viewfinder, approx. 90 min with LCD screen (CIPA standard) | Actual <sup>*5*6</sup> : Approx. 60 min with viewfinder, approx. 65 min with LCD screen (CIPA standard)<br>Continuous <sup>*5*7</sup> : Approx. 100 min with viewfinder, approx. 100 min with LCD screen (CIPA standard) |
| External power                               | AC Adaptor AC-PW20 (optional)  |  |
| <b>Weight</b>                                |  |  |
| With battery and <i>Memory Stick PRO Duo</i> | Approx. 465g (approx. 1 lb 0.4 oz)   | Approx. 474g (approx. 1 lb 0.7 oz)   |
| Body only                                    | Approx. 407g (approx. 14.4 oz)   | Approx. 416g (approx. 14.7 oz)   |
| <b>Dimensions</b>                            |  |  |
| W x H x D (excluding protrusions)            | Approx. 126.9 x 94.4 x 48.2mm (approx. 5 x 3 3/4 x 1 15/16 in.)  |  |
| <b>Operating temperature</b>                 |  |  |
| Range  | 32-104°F/0-40°C  |  |

*Features and specifications are subject to change without notice.*

### **Remarks**

\*1 With compatible external flash.

\*2 Approximate. May vary depending on shooting conditions and media.

\*3 Supports Micro USB compatible device.

\*4 Starter Edition is not supported.

\*5 Continuous movie recording is possible for approximately 29 minutes (limited by product specifications).

\*6 Indicated recording time is defined by repeating the following cycle: Power on, start recording, zoom, stand-by and power off.

\*7 Indicated recording time is defined by repeating the following cycle: Pressing the MOVIE button. No other operations such as zoom are performed.