

## Press Release

### **Sony Unveils New Cyber-shot™ RX10 with Premium Performance and Portability for Full Range Shooting from Wide Angle to Telephoto**

*Premium bridge camera offers DSLR-style creative power without the need to carry interchangeable lenses*



- **Carl Zeiss Vario-Sonnar T\* 24-200mm (35mm equivalent) zoom lens with constant F2.8 maximum aperture at all focal lengths**
- **Superb quality images with rich detail from 20.2 megapixel 1.0-type back-illuminated Exmor R™ CMOS sensor**
- **New BIONZ X™ processor with approximately 3x faster processing speed<sup>1</sup> and excellent low-light performance**
- **Fast, accurate contrast detection autofocus with Direct Drive SSM (Super Sonicwave Motor)**
- **Full HD (1920x1080 - 50p/25p<sup>2</sup>) movies with PASM control and pro-style XLR input for external microphone**
- **Full HD movies with PASM control and pro-style XLR input for external microphone**
- **New 1440k dot OLED Tru-Finder™ plus 3.0-type tilting LCD with WhiteMagic technology**
- **4K photo output and support for TRILUMINOS™ Display**
- **NFC and Wi-Fi for easy connection with smartphones & tablets**

**Hong Kong, October 16, 2013** – Sony today announced the launch of the new Cyber-shot™ RX10. True portability doesn't have to mean compromising the image quality, creative features and handling you'd expect from a bigger, bulkier camera system. An appealing additional 'bridge-style' camera for DSLR enthusiasts, the new RX10 delivers superb picture quality without the need to pack a camera body plus several lenses for your next photo assignment.

<sup>1</sup> Compared to previous BIONZ processors.

<sup>2</sup> The Cyber-shot RX10 supports both PAL and NTSC movie recording.

The fixed Carl Zeiss Vario-Sonnar T\* 24-200mm (35mm equivalent) F2.8 lens offers superb levels of clarity and resolving power you'd expect from your interchangeable lens collection. With a versatile zoom range from wide-angle to telephoto, it's a natural partner for atmospheric portraits, dramatic landscapes, wildlife, street scenes and naturally-lit interiors. The ability to focus at distances as short as 3cm also makes it ideal for detail-packed Macro close-ups of insects, flowers and more.

A wide F2.8 maximum aperture right across the zoom range gives extra brightness you'd expect from your collection of interchangeable prime lenses. As well as letting you shoot in low light without increasing ISO settings, it also allows easy creation of smooth, circular background defocus ('bokeh') effects, enhanced by the 7-blade iris diaphragm. Optical SteadyShot inside assists clearer, blur-free images when you're shooting handheld – even at longer focal lengths when hand-shake is a challenge for non-stabilised optics.

Comfortable to hold and generously equipped with manual controls, the RX10 feels instantly familiar to anyone who's handled a DSLR camera. Inside, the camera's fixed-lens design achieves superb imaging performance in harmony with the large, sensitive image sensor and evolved BIONZ X processing engine that now offers approximately 3x improvement in processing speed compared to previous BIONZ processors.

As featured on the acclaimed DSC-RX100 II, the 20.2 effective megapixels (approximate) 1.0-type back-illuminated Exmor R CMOS sensor is around four times bigger than your standard compact camera's imager. Exquisite resolution and texture depiction is boosted further by the evolved BIONZ X engine that employs new detail reproduction, area-specific noise reduction and diffraction-reducing technologies for cleaner, even more finely-detailed images.

Autofocus is speedy and responsive, thanks to the new Direct Drive SSM mechanism that works in conjunction with the Exmor R CMOS sensor and powerful BIONZ X processor. Lock-on AF accurately tracks moving subjects, keeping your target accurately focused even if it disappears momentarily from the frame and then reappears. Eye AF ensures crisp portraits with the sitter's eye always in sharp focus, even if they're not looking directly at you. In addition, there's now a choice of three selectable sizes for the spot AF frame. This cuts the risk of accidental focus errors with very small subjects, such as macro close-ups of insects.

Impeccable still shooting is matched by equally impressive capabilities for movie enthusiasts. The powerful new BIONZ X processor offers approximately three times the processing speed of Sony's previous-generation BIONZ engine. Fully utilising the quality of the wide-aperture lens, it reads data from every one of the large sensor's pixels to create extremely smooth, highly-detailed Full HD video. Movie footage can be captured at selectable 50p/60p<sup>3</sup> (AVCHD progressive) or cinematic 25p/24p<sup>3</sup> frame rates, with full control over P/A/S/M exposure modes. A 'clean' HDMI output allows video to be reviewed on an external monitor or recorded to a separate storage device.

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<sup>3</sup> PAL/ NTSC.

An audio level meter and adjustable levels ensure that movies sound as good as they look. There's a microphone jack and headphone output for accurate level monitoring. Adding the optional XLR-K1M adapter kit takes you into the world of pro-quality sound recording, allowing the addition of an external microphone via the balanced XLR terminal.

With a high resolution of 1440k dots, the high-contrast OLED Tru-Finder offers crisp edge-to-edge visibility of your subject plus a wide 33° (approximate) viewing angle. For even more compositional freedom, the clear, bright 3.0-type White Magic™ LCD tilts up or down for easy framing with the camera held up high or low down.

Underlining its appeal to dedicated enthusiasts, the camera's light, rigid magnesium alloy body features dust- and moisture-resistant seams and control seals for extra durability on location.

Intuitive, ergonomic operation is enhanced by plentiful controls that offer DSLR-style flexibility for advanced users. It's possible to freely switch between two operating modes for the aperture ring. Get positive feedback with an audible 'click' as aperture is adjusted manually with the ring. Or switch modes for smooth, continuous adjustment without clicks – ideal if you're shooting movies or don't want to disturb your subject. There's also a total of seven customisable buttons, plus a top-mounted LCD for instant confirmation of exposure and other key settings.

On-board Wi-Fi allows easy one-touch connection with your Xperia™ or NFC-compatible Android smartphone or tablet. The RX10 also connects to your iOS devices via Wi-Fi. Share photos wirelessly on your mobile device, or view them on your HD TV and other home networked devices. Installing PlayMemories Mobile Version 3.0 even lets you use your phone as a handy remote to fire the camera's shutter.

High-resolution still images can be displayed directly on a 4K television that offers four times the detail of Full HD. Support for TRILUMINOS Colour delivers a stunning palette of rich, natural colours when viewing movies and photos captured with the RX10 on a compatible BRAVIA television with TRILUMINOS Display.

There's a range of compatible accessories from Sony to expand your creative options even further. The LCJ-RXE is a premium jacket case that protects the camera from dust and knocks. Attach the ECM-XYST1M Stereo Microphone via the camera's Multi Interface Shoe™ for crisp dialogue and ambient sounds while you're shooting HD video. Or illuminate up your subject with the powerful HVL-F43M flash or battery-powered HVL-LEIR1 Video IR light.

The compact, all-in-one Cyber-shot RX10 digital camera from Sony will be available from mid November 2013 at HK\$9,490.

### **Sony Premium Services**

Customers who purchase the latest Cyber-shot RX10 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: system and firmware updates for the cameras, image retrieval service, and delivery service. Premium Services (Cyber-shot digital cameras) provided: An extension of the local warranty 1-year plan at HK\$190 and an extension of local warranty 2-year plan at HK\$340.

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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**Specifications of Sony Cyber-shot digital camera DSC-RX10:**

<b>Model</b>	<b>DSC-RX10</b>
<b>Image Sensor</b>	
Image Sensor	1.0 type (13.2 x 8.8mm) " Exmor R " CMOS sensor, aspect ratio 3 : 2
Number of Pixels	[Effective] Approx. 20.2 megapixels [Gross] Approx. 20.9 megapixels
<b>Lens</b>	
Lens Type	Carl Zeiss Vario-Sonnar T*, 14 elements in 11 groups (7 aspheric elements including AA lens)
Focal Length (35mm equivalent)	f=8.8-73.3mm [Still Image 3 : 2] f=24-200mm [Still Image 16 : 9] f=25-213mm [Still Image 4 : 3] f=26-220mm [Still Image 1 : 1] f=31-259mm [Movie 16 : 9] f=26-212mm(SteadyShot Standard), f=29-315mm(SteadyShot Active) [Movie 4 : 3] f=31-259mm(SteadyShot Standard), f=35-386mm(SteadyShot Active)
F-number	F2.8 constant
Focal Range (From the front of the lens)	AF (W:Approx.3cm to infinity, T:Approx.30cm to infinity), Focus Range from the image sensor: AF (W:Approx. 13cm to infinity, T:Approx. 44cm to infinity)
<b>Camera</b>	
Imaging Processor	BIONZ X
Total Zoom Magnification	Optical Zoom: 8.3x Clear Image Zoom: Still Image: 20M Approx. 2.0x / 10M Approx. 2.8x / 5M Approx. 4.0x / VGA Approx. 15x Digital zoom: Still Image: 20M Approx.4.0x / 10M Approx.5.6x / 5M Approx.8.0x / VGA Approx.15x Movie: Digital Zoom Approx.4.0
<b>Main Function</b>	
Optical Zoom during Movie Recording	Optical Zoom: 8.3x
Focus Mode	Single - shot AF (AF-S) / Continuous AF (AF-C) / Direct Manual Focus (DMF) / Manual Focus (MF)
Focus Area	Wide/ Center/ Flexible Spot (S/M/L)/ Flexible Spot (Tracking Focus)/ Flexible Spot (Face Tracking Focus)
Light Metering Mode	Multi Pattern/ Center Weighted/ Spot
Aperture	Program Auto(F2.8/F16) /Manual(F2.8/F16) / Shutter Priority(F2.8/F11) / Aperture Priority(F2.8/F16) / iAuto(F2.8/F11)
Shutter Speed	Program Auto(1"-1/3200*sec.) / Aperture Priority(8"-1/3200*sec.) / Shutter Priority(30"-1/3200*sec.) / Manual Exposure(Bulb, 30"-1/3200*sec.) / iAuto(4"-1/3200*sec.) *At F8 or greater aperture value. Fastest limit at F2.8 is 1/1600sec.
ISO Sensitivity(REI)	Auto(ISO125-12800, selectable with upper / lower limit), 125/160/200/250/320/400/500/640/800/1000/1250/1600/2000/2500/3200/4000/5000/ 6400/8000/10000/12800 (Extendable to ISO80/100), Multi-Frame NR: Auto(ISO125-25600), 200/400/800/1600/3200/6400/12800/25600
Exposure Compensation	+/- 3.0EV, 1/3EV step

SteadyShot	[Still image] Optical [Movie] Active Mode, Optical type with electronic compensation (Anti-rolling)
White Balance	Auto / Daylight / Shade / Cloudy / Incandescent / Fluor (Warm White) / Fluor (Cool White) / Fluor (Day White) / Fluor (Daylight) / Flash / C.Temp., Filter / Custom WB micro adjustment: G7-M7,A7-B7
Shooting Mode (Still Image)	Program Auto/ Aperture Priority/ Shutter Speed Priority/ Manual Exposure/ MR(Memory Recall) 1/ MR2/ Movie Mode(Program Auto, Aperture Priority, Shutter Speed Priority, Manual Exposure)/ Panorama/ Scene Selection/ AUTO(Intelligent Auto/Superior Auto)
Scene Selection	Portrait, Anti Motion Blur, Sports Action, Macro, Landscape, Sunset, Night Scene, Hand-held Twilight, Night Portrait
Panorama	Sweep Panorama
Picture Effect	Toy Camera, Pop Color, Posterization, Retro Photo, Soft High-key, Partial Color, High Contrast Monochrome, Soft Focus, HDR Painting, Rich-tone Monochrome, Miniature, Watercolor, Illustration
Picture Effect for Movie	Toy camera, Pop Color, Posterization, Retro Photo, Soft High-key, Partial Color, High Contrast Mono.,
Creative Style	Standard, Vivid, Neutral, Clear, Deep, Light, Portrait, Landscape, Sunset, Night Scene, Autumn Leaves, Black & White, Sepia, Style Box
Still Image: Number of Recorded Pixels(Image Size)	3:2mode:20M(5,472×3,648) / 10M(3,888×2,592) / 5M(2,736×1824) / 4:3mode:18M(4,864×3,648) / 10M(3,648×2,736) / 5M(2,592×1,944) / VGA / 16:9mode:17M(5,472×3,080) / 7.5M(3,648×2,056) / 4.2M(2,720×1,528)/ 1:1mode:13M(3,648×3,648) / 6.5M(2,544×2,544) / 3.7M(1,920×1,920) Sweep Panorama:Wide(12,416×1,856/5,536×2,160)/Standard(8,192×1,856/3,872×2,160)
Dynamic Range Function	Off, Dynamic Range Optimizer (Auto / Level 1-5), Auto High Dynamic Range: Off, Auto exposure difference, Exposure difference level (1.0 - 6.0EV, 1.0 - EV step)
Flash Mode	Flash Off / Autoflash / Fill-flash / Slow Sync. / Rear Sync. / Wireless(with optional compliant flash)
Flash Range	ISO Auto: Approx. 1.0m to 10.2m, ISO 12800: up to Approx. 20.4m
Continuous Shooting Speed (Maximum)	Approx.10 fps (Speed Priority Continuous Shooting) Approx. 2.5 fps (AF-S) (Continuous Shooting)
<b>Monitor &amp; Viewfinder</b>	
Viewfinder	0.39-type electronic viewfinder(OLED), 1,440,000dots/ Brightness control: Auto, Manual(5steps between -2 and +2) Field coverage: 100% Magnification: Approx. 0.70x with 50mm lens at infinity, -1m <sup>-1</sup> (diopter) (35mm equiv.) Eye-point: Approx.23mm from the eyepiece, 21.5mm from the eyepiece frame at -1m <sup>-1</sup> (diopter) (CIPA standard) Diopter: -4.0 to +3.0m <sup>-1</sup>
LCD	7.5cm(3.0type)(4:3) / 1,228,800 dots / Xtra Fine / TFT LCD / Angle Adjustment: Up by approx. 84degrees, down by approx. 43degrees Brightness Control: Auto / Manual (5 steps) / Sunny Weather mode
<b>Recording</b>	
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)*, Memory Stick XC-HG Duo, SD Memory Card, SDHC Memory Card, SDXC Memory Card, microSD Memory Card*, microSDHC Memory Card*, microSDXC Memory Card*
Recording File	Still Image: JPEG, RAW (Sony ARW 2.3 format),

Format	Movie: AVCHD Ver.2.0, MP4
Movie Recording Mode	<p>PAL/NTSC Selector: [PAL] mode</p> <p><b>AVCHD:</b> 28M PS(1,920x1,080/50p) / 24M FX(1,920x1,080/50i) / 17M FH(1,920x1,080/50i) / 24M FX(1,920x1,080/25p) / 17M FH(1,920x1,080/25p)</p> <p><b>MP4:</b> 12M(1,440x1,080/25p) / 3M(VGA 640x480/25p)</p> <p>PAL/NTSC Selector: [NTSC] mode</p> <p><b>AVCHD:</b> 28M PS(1,920x1,080/60p) / 24M FX(1,920x1,080/60i) / 17M FH(1,920x1,080/60i) / 24M FX(1,920x1,080/24p) / 17M FH(1,920x1,080/24p)</p> <p><b>MP4:</b> 12M(1,440x1,080/30p) / 3M(VGA 640x480/30p)</p>
<b>Interface</b>	
Interface	<p>Multi/Micro USB Terminal, Hi-Speed USB (USB2.0), Micro HDMI, Microphone(3.5 mm Stereo minijack), Multi Interface Shoe, Headphones</p> <p>NFC: NFC forum Type 3 Tag compatible, One-touch remote, One-touch sharing</p> <p>Wi-Fi: Yes (IEEE802.11b/g/n(2.4GHz band))</p>
<b>General</b>	
Battery	Rechargeable battery pack NP-FW50
Dimension (W x H x D)	129.0 x 88.1 x 102.2mm
Weight	Approx. 813g (Battery and Memory Stick Duo are included) / Approx. 755g (Body Only)
Print	Exif Print/ PRINT Image Matching (PIM3)
Others	<p>Eye AF</p> <p>Face Detection</p> <p>Face Registration</p> <p>Smile shutter</p> <p>Quick Navi</p> <p>Digital Level Gauge (pitch and roll)</p> <p>WB Bracket</p> <p>DRO Bracketing</p> <p>MF Assist</p> <p>Peaking</p> <p>Zebra</p> <p>Audio Level Display</p> <p>Audio Out Timing</p> <p>4K still image output</p> <p>Support TRILUMINOS Color</p>

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