

Press Release

Sony Adds Much-Anticipated 4K¹ Consumer Camcorder to Handycam® Portfolio
New FDR-AX1E Allows for Creative Expression in Four Times the Resolution of Full HD



Hong Kong, October 24, 2013 – Sony unveiled today its first 4K consumer camcorder – the new 4K Handycam® FDR-AX1E Now, video enthusiasts can capture 4K content for expressive, powerful imaging with incomparable levels of clarity and exquisite color in every scene.

Four Times The Brilliance

The FDR-AX1E camcorder records 4K and HD movies in the XAVC S format, which uses MPEG-4 AVC/H.264 Long GOP for video and Linear PCM for audio compression, while saving files in an MP4 wrapper. The XAVC-S format allows longer recording times, storing almost two hours of 4K video on a 64GB XQD media card, making 4K recording easier and more convenient. Switching to Full HD recording can store almost 3 hours of 1920x1080 60p² footage on a single card.

Sony's FDR-AX1E camcorder features a 4K image sensor that is essential to achieving its stunning image quality. The 1/2.3-type Exmor R™ CMOS sensor captures true 4K resolution (3840x2160) images, which contains four times the picture detail of Full HD, and has the output speed required by the massive 4K 60 fps data stream. The extraordinary image processor, identical to those found in professional 4K camcorders, rapidly processes signals transmitted from the CMOS sensor and finalises images in real time at 60p³.

¹ 3840 x 2160 pixels

² 59.94p

³ 59.94p

Pristine imagery is also assured by Sony's quality G Lens™ which redefines what an aspheric lens and special low-dispersion glass combination can reproduce. The G Lens™ is specially tuned to capture qualities of definition and colour that put this groundbreaking Handycam® camcorder in a class of its own. In addition, the lens offers a broad zooming range from wide-angle to 20x optical (31.5-630mm 35mm equivalent) while Optical SteadyShot™ keeps footage crisp and stable, even at telephoto mode.

Creative Control and Ergonomics

The FDR-AX1E camcorder can achieve beautiful, film-like results with three ND filters for adjusting the amount of light entering the image sensor from the lens. Four filter settings - Off (Clear), 1/4 filter, 1/16 filter and 1/64 filter – give users the ability to modify light conditions, while maintaining desired shutter angle and aperture even on bright sunny days. Five paint functions (white balance, gamma, detail, skin detail and matrix) can be combined and altered to create expressive movie styling and cinematic looks.

Matching its impressive 4K picture quality, the camcorder features two external pro-style XLR connectors to complement its high-performance internal microphone for premium sound. These XLR jacks allow the addition of optional stereo microphones that can capture balanced audio, which are then synchronised to the video for clearer ambient sounds and dialogue. The audio can then be mixed with recordings made using the internal mic.

For ease of use during filming, the FDR-AX1E camcorder was designed with two strategically placed start/stop buttons and a zoom lever on the handle for convenient access from low angles. While dedicated controls are also provided for auto/manual focus, seven custom buttons can be reassigned to the user's preferred function. Assigned functions for adjustments on the fly include Marker, Zebra, Peaking, Focus Magnifier, Auto Exposure Level, Steadyshot™, Colour Bars, and Rec Lamp.

Ample Storage

The FDR-AX1E camcorder uses an XQD media card (N series QN-N32/QN-N64 and S series QN-S32E/QN-S64E) for smooth, high-speed reading and writing of 4K video and features two XQD media slots. As seen on Sony professional camcorders, the FDR-AX1E camcorder is equipped with relay shooting, which seamlessly switches recording between two media cards so there's no need to worry about running out of storage mid-scene. Videomakers can even 'hot swap' cards, removing a full card from one of the camcorder's two slots and slipping in fresh storage while shooting continues uninterrupted.

Ultimate Viewing Experience

Playing back 4K content captured on the FDR-AX1E camcorder is simple – just connect the camcorder to a compatible 4K TV with the single HDMI cable. BRAVIA by Sony especially brings out the full quality of 4K/60p⁴ recordings, with TRILUMINOS™ Display to deliver an even more vibrant palette of rich colors that are closer than ever to real life. For those without a

⁴ 59.94p

4K TV, the FDR-AX1E camcorder can output 1920x1080 images to a Full HD TV, by simply changing the output settings on the camcorder.

A growing choice of 4K-capable editing software packages also makes it easier for users to “trim” HD images from original footage with large amounts of picture detail.

HDMI 2.0 Industry Standard

Sony is prepared to support the HDMI 2.0 specification on its 4K Handycam® camcorder with an easy firmware update to be available over the Internet. Just released by the HDMI Forum, the HDMI 2.0 industry standard offers an option to transmit 4K/60p⁵ signal using a single HDMI cable. With this HDMI2.0 update, FDR-AX1E will be able to output 4K 60p images not only to 4K BRAVIA TVs, but also to other HDMI2.0 compatible TVs and devices.

Availability

The Handycam® FDR-AX1E from Sony is now available at HK\$36,980. In order to ensure the 4K experience with the FDR-AX1E camcorder, the VEGAS™ PRO 12 EDIT software and a 32GB XQD media card N series are included as a free offer until end of March 2014.

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.

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” symbolises 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.

###

⁵ 59.94p

Product specifications of Sony 4K camcorder FDR-AX1E:

Model	FDR-AX1E
Image Sensor	
Sensor Type	1/2.3 type back-illuminated “Exmor™ R” CMOS Sensor
Number of Pixels (total)	Approx. 18900K pixels
Effective Picture Resolution (movie)	Approx. 8300K pixels
Color Filter System	RGB primary color filters
Recording	
Microphone Max. Input level	120dB SPL
Media Type	XQD Memory Card x 2
Video Format	XAVC S format, MPEG4-AVC/H264
Video Resolution ^{*1}	4K: 3840×2160 60P (150 Mbps), 3840×2160 30P (100 Mbps) 3840×2160 30P (60 Mbps), 3840×2160 24P (100 Mbps) 3840×2160 24P (60 Mbps), 3840×2160 50P (150 Mbps) 3840×2160 25P (100 Mbps), 3840×2160 25P (60 Mbps) HD: 1920 x 1080 60p (50 Mbps), 1920 x 1080 30p(50 Mbps), 1920 x 1080 24p(50 Mbps), 1920 x 1080 50p(50 Mbps), 1920 x 1080 25p(50 Mbps)
Video Actual (Pixel)	Approx. 8300K pixels
Video Signal	UHDTV, HDTV
Audio Format	Linear PCM 2ch (48kHz / 16bit)
Microphone / Speaker	Built-in Microphone / Monaural Speaker
Mic Level Control	Yes (2 steps)
Wind Position	Yes (Off / On)
Lens	
Lens Type	G Lens
SteadyShot™ Image Stabilization	Optical SteadyShot™ image stabilization
Aperture	1.6 - F3.4
Optical Zoom	20x
Focal Distance	f=4.1 - 82.0 mm
Focal Length (35mm equivalent) (Movie Mode)	f=31.5 – 630 mm
Filter Diameter	72 mm
Minimum Focus Distance	Approx. 1cm (Wide) , Approx. 80cm (Tele)
Aperture Blade	6 Blades
ND Filter	OFF, 1/4, 1/16, 1/64
Focus Ring	Yes

Zoom Ring	Yes
Iris Ring	Yes
Viewfinder	
Type	0.45type
VF Backlight	Yes
VF Power Mode	Yes
LCD Display	
LCD Type	8.8cm (3.5 type) Xtra Fine LCD display (1,229K) Wide (16:9)
Angle Adjustment	Opening Angle: max. 180 deg., Turning Angle: max. 270 deg.
LCD Backlight	Yes (Menu)
Coverage	100%
Marker	Yes
Focus Control	
Focus System	Contrast AF
AF Modes	Auto / Manual (Ring)
Focus Area	Full range Focus
Push Auto Focus	Yes
Manual Focus Assist	Magnified display for precise manual focus , Peaking Display
Exposure System	
Metering Modes	Multi-segment
Exposure Compensation	AE level / AE Speed (Menu)
Noise Reduction	Yes
White Balance Mode	Auto / One Push / Outdoor / Indoor / Color Temp
Auto Iris Control	F1.6 - F11.0
Manual Iris Control	F1.6 - F11.0
Push Auto Iris	Yes
Manual Exposure Assist	Zebra Pattern Display
Interface	
Memory card slot	XQD x2 (for XAVC S), Memory Stick™ Duo, SD/SDHC/SDXC compatible x1 (for AVCHD) , SD/SDHC/SDXC x1 (Utility SD slot)
STD Output	Composite Video Out (AV CABLE (sold separately))
HD Output	HDMI Out (supplied)
4K Output	HDMI Out (supplied)
USB Port (s)	mini-B / USB2.0 Hi-speed / mass-storage-Type A / USB2.0 Hi-speed /Host
Headphone Jack	Stereo Mini Jack
Line Input (Analog Audio)	XLR
Microphone Input	XLR
DC IN	Yes
Remote Terminal	Remote Terminal

HDMI Terminal	Yes
Accessory Shoe	Yes
Other	
Dimensions (W x H x D)	Approx. 189 × 193 × 362mm (Including supplied battery) ^{*2*3}
Weight	Approx. 2440g (Main unit only) Approx. 2770g (Including a battery pack, a media and a lens hood)
Power	
Battery Type	NP-F970
Power Consumption (in Viewfinder Operation) ^{*1*4}	4K : 14.2W (30P, 60Mbps) HD : 15.4W (60P, 50Mbps)
Power Consumption (in Display Panel Operation) ^{*1*4}	4K : 14.5W (30P, 60Mbps) HD : 15.7W (60P, 50Mbps)
Power Requirements	7.2V (battery pack), 12.0V (AC Adaptor)
Supplied Accessories	Rechargeable Battery Pack (NP-F970), AC adaptor (AC-NB12A), Battery Charger (AC-VL1), HDMI Cable, USB Cable, Operating Guide, Large eyecup, Lens hood, A/V connecting cable, XQD Card, License CD-ROM, AC Cable

Remarks

*1 60P:59.94P, 30P:29.97P, 24P:23.98P

*2 Including the projecting parts

*3 Including lens hood

*4 Recording mode and media are default settings.