

Press Release

**Sony Introduces α 3000 Camera with Advanced Shooting Functions,
Superb Image Quality and Interchangeable Lenses**
Easy to handle, easy to get more great pictures with α 3000



- **Large APS-C Exmor™ sensor with 20.1 effective megapixels for pro-quality pictures and Full HD video**
- **Frame scenes accurately through the electronic Tru-Finder™**
- **Pick from 18 interchangeable E-mount lenses for limitless creative possibilities**
- **Easy to hold with comfortable and secure new grip**

Hong Kong, October 29, 2013 – Sony today unveiled its latest α 3000 camera, adding yet another incredible camera to the α series. The α 3000 from Sony brings you the picture quality, manual controls and artistic possibilities of a DSLR in an easy to use camera with interchangeable lenses.

Comfortable to hold and offering plenty of creative controls, the α 3000 looks and feels just right for anyone who's ready to shoot better pictures. There's a clear electronic viewfinder to help frame shots with confidence, plus a newly-designed grip that adds to the feeling of comfort, security and balance in your hand.

It's a revelation in picture quality for anyone who's used to fixed-lens compact cameras. Inside the α 3000 is a large 20.1-megapixel Exmor™ APS HD CMOS sensor. Teamed with the growing choice of E-mount interchangeable lenses, it's the key to flawlessly detailed still images, from personality-packed portraits and street scenes to sumptuous landscapes. Full HD videos look just as impressive, with a choice of 50i or 25p shooting modes for crisp action or a smooth cinematic look as your subject demands.

The big sensor also boosts sensitivity, grabbing more light and cutting image noise. And that means pristine pictures and movies at dusk or in gloomy interiors, when the tiny sensor in your compact camera or smartphone so often disappoints.

It's a pleasure framing scenes through the electronic Tru-Finder™ with a generous 100% field coverage. There's plenty of extra information displayed in the electronic viewfinder, including grid lines to help keep those horizons nice and level. Don't leave anything to guesswork: instant preview of tweaks to exposure and white balance settings lets you compose with even greater confidence.

As your confidence grows, add accessories via the Multi Interface Shoe™ to expand your shooting options even further. Easily create pro-style lighting effects with the powerful new HVL-F43M flash with Sony's unique Quick Shift Bounce system for no nasty shadows. Capture a more polished soundtrack and clearer dialogue with the ECM-XYST1M Stereo Microphone. Or brighten up parties and indoor scenes with the battery-powered HVL-LR1 Video IR light.

Photographers with more arty ambitions needn't feel left out of the fun. Picture Effect offers a palette of 15 artistic treatments, like Retro Photo, Miniature and Partial Colour. Auto Object Framing neatly trims portraits, close-ups and even moving subjects for tighter, more professional results.

Unlike ordinary point-and-shoot cameras, the α3000 unleashes your full creativity with a choice of 18 interchangeable E-mount lenses by Sony and Carl Zeiss, including the SEL50F18 portrait lens in a new black finish. Pick from telephotos, wide angles and macros to versatile zooms for travel and everyday shooting.

The new Carl Zeiss Vario-Tessar T* E 16-70mm F4 ZA OSS ([SEL1670Z](#)) is a versatile mid-range zoom with Optical SteadyShot built in for crisper handheld shots. The new E PZ 18-105mm F4 G OSS ([SELP18105G](#)) is a premium all-rounder G Lens™ with Optical SteadyShot and smooth, quiet zoom operation that's great for shooting Full HD movies as well as still photos.

The new α3000 interchangeable lens camera from Sony is available now at HK\$3,490.

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.

Product specifications of Sony Interchangeable-lens digital camera α 3000:

Model	α3000
General	
Camera type	Interchangeable-lens digital camera with built-in flash
Lens compatibility	Sony E-mount lenses
Image sensor	
Type	APS-C size (23.2 x 15.4 mm) <i>Exmor™</i> APS HD CMOS sensor with primary color filters
Number of pixels (approx.)	20.1megapixels (effective), 20.4megapixels (total)
Image sensor aspect ratio	3:2
Anti-dust system	Charge protection coating on optical filter
Recording system (still image)	
Recording format	JPEG (DCF Ver. 2.0, Exif Ver. 2.3, MPF Baseline compliant), RAW (Sony ARW 2.3 format)
Image size (pixels)	<p>3:2 aspect ratio L: 5456 x 3632(20M), M: 3872x2576(10M), S: 2736x1824(5M)</p> <p>16:9 aspect ratio L: 5456x3064(17M), M: 3872x2176(8.4M), S:2736x1536(4.2M)</p> <p>Sweep Panorama Wide: horizontal 12416 x 1856 (23M), vertical 5536 x 2160 (12M), Standard: horizontal 8192 x 1856 (15M), vertical 3872 x 2160 (8.4M)</p>
Image quality modes	RAW & JPEG, JPEG Fine, JPEG Standard
Picture Effect	11 modes (15 effects): 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
Creative Style	Standard, Vivid, Portrait, Landscape, Sunset, B/W (Contrast -3 to +3 steps, Saturation -3 to +3 steps, Sharpness -3 to +3 steps)
Dynamic range functions	Off, Dynamic Range Optimizer (Auto/Level), Auto High Dynamic Range: Off, 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
Recording system (movie)	
Recording format	AVCHD ver 2.0 compliant /MP4
Video compression	MPEG-4 AVC (H.264)
Audio recording format	Dolby Digital (AC-3)/MPEG-4 AAC-LC, 2ch
Image size (pixels)	<p>AVCHD:</p> <p>1920 x 1080(50i, 24M, FX) (25fps Image sensor output) Approx.24Mbps(Maximum bit-rate)</p> <p>1920 x 1080(50i, 17M, FH) (25fps Image sensor output) Approx.17Mbps(Average bit-rate)</p> <p>1920 x 1080(25p, 24M, FX) Approx.24Mbps(Maximum bit-rate)</p> <p>1920 x 1080(25p, 17M, FH) Approx.17Mbps(Average bit-rate)</p> <p>MP4: 1440 x 1080 (25 fps/12 Mbps), 640 x 480 (25 fps/3 Mbps)</p>
Media	

Media	Memory Stick PRO Duo, Memory Stick PRO-HG Duo, Memory Stick XC-HG Duo, SD memory card, SDHC memory card, SDXC memory card
Noise reduction	
Noise reduction	Long exposure NR: Available at shutter speeds longer than 1 sec., High ISO NR: Normal/Low
White balance	
Modes	Auto WB, Daylight, Shade, Cloudy, Incandescent, Fluorescent, Flash, C. Temp 2500 to 9900K, C. Filter (G7 to M7 15-step, A7 to B7 15-step), Custom, AWB micro adjustment(G7 to M7 15 step, A7 to B7 15 step)
Focus system	
Type	Contrast-detection AF
Focus point	25 points
Sensitivity range	EV 0 to EV 20 (at ISO 100 equivalent with F2.8 lens attached)
Focus modes	Autofocus, DMF (Direct Manual Focus), Manual Focus
AF modes	AF-S: Single-shot AF, AF-C: Continuous AF
Focus area	Multi Point (25 points) / Center-weighted / Flexible Spot
Other features	Tracking focus, Focus lock, AF micro adjustment Yes, with LA-EA2(Sold separately)
AF illuminator	Built-in LED
AF illuminator range (approx.)	Approx. 0.5-3.0m (with E 18-55mm F3.5-5.6 OSS lens attached)
Exposure control	
Metering type	1200-zone evaluative metering
Metering sensor	Exmor™ APS HD 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	iAUTO, Superior Auto, Programmed AE (P), Aperture priority (A), Shutter-speed priority (S), Manual (M), Sweep Panorama, Scene Selection
Scene Selection	Portrait, Landscape, Macro, Sports Action, Sunset, Night Portrait, Night view, Hand-held Twilight, Anti Motion Blur
Exposure compensation	+/- 3.0EV (1/3EV steps) ,Movies: +/- 2.0EV (1/3EV steps)
Bracketing	With 1/3, 2/3, 1, 2, 3EV increments, 3frames
AE lock	AE is locked when the shutter button is half pressed (ON/OFF is available in MENU)
ISO sensitivity (Recommended Exposure Index)	Still images: ISO100 to 16000, AUTO (ISO100 to 3200), Movies: ISO100 to 3200 equivalent, AUTO(ISO100 to 3200 equivalent)
Viewfinder	
Type	0.5cm (0.2type) electronic viewfinder(color)/ 201600 dots equivalent
Brightness control	Auto, Manual (3 steps between -1 and +1)
Field coverage	100%
Magnification	Approx. 0.70x with 50mm lens at infinity, -1m ⁻¹ (diopter)
Diopter adjustment	-4m ⁻¹ to +3.5m ⁻¹ (diopter)
Eye point	Approx. 21mm from the eyepiece, 15mm from the eyepiece frame at -1m ⁻¹ (diopter)
Display Contents	Disp. Basic Info/ Histogram
LCD monitor	

Type	7.5 cm (3.0-type) wide, TFT
Number of dots (total)	230,400 dots
Brightness control	Manual (5 steps between -2 and +2), Sunny Weather mode
Display contents	Graphic Display, Display All Info, Big Font Size Disp., No Disp. Info, Level, Histogram
Real-time image-adjustment display	On / OFF
Focus check	MF Assist (6.8x, 13.6x) Peaking (Level: High/Mid/Low/Off, Color: White/Red/Yellow)
Face Detection	
Modes	On, Off, Face Registration, Face Selection; max. eight faces detected
Other features	
Other features	Auto Portrait Framing, Smile Shutter (3 steps)
Clear Image Zoom	
Still Images	Approx. 2x
Digital zoom	
Digital Zoom (still Images)	Approx. 4x
Smart Zoom (still Images)	Approx. 1.4x / 2x
Digital Zoom (movies)	Approx. 4x
Shutter	
Type	Electronically controlled, vertical-traverse, focal-plane type
Shutter speed	Still Images: 1/4000 to 30 sec., Bulb, Movies: 1/4000 to 1/4 (1/3 step). up to 1/30 in AUTO mode
Flash sync. speed	1/160 sec.
Electronic front curtain shutter	Yes
SteadyShot INSIDE (image stabilization)	
Type	Not supported (image stabilization supported by lens)
Flash	
Type	Built-in flash
Guide No.	4 (in meters at ISO 100)
Flash coverage	16 mm (focal-length printed on the lens body)
Control	Pre-flash TTL
Flash compensation	+/- 2 EV (1/3EV steps)
Flash modes	Flash off, Autoflash, Fill-flash, Slow Sync., Rear Sync. Red-eye reduction (on/off selectable) Hi-speed sync
Recycling time	Approx. 4 sec.
External flash	Sony α System Flash (Compatible with Multi Interface Shoe and Auto-lock accessory shoe with the adaptor(ADP-MAA(Sold separately)))
Drive	
Modes	Single-shot, Continuous, Speed Priority Continuous, Self-timer (10/2 sec. delay), Self-timer (Cont.) (10 sec. delay; 3 exposures), Bracketing
Speed (approx., max.)*	Continuous mode: max. 2.5 fps Speed Priority Continuous mode: max. 3.5 fps * May vary depending on shooting conditions and media.
No. of recordable frames (approx.)*	Fine: 13 frames, Standard: 30 frames, RAW & JPEG: 5 frames

Playback	
Modes	Single (with or without shooting information, RGB histogram, and highlight/shadow warning), 6/12-frame index view, Enlarged display mode (L: 15.1x, M: 10.7x, S: 7.6x, Panorama (standard): 19x, Panorama (wide): 29x), Auto Review (10/5/2 sec., Off), Image orientation (On/Off), Slideshow, Panorama scrolling, Folder selection (still), Forward/Rewind (movie), Delete, Protect
Interface	
PC interface	Multi/Micro USB Terminal, Hi-speed USB (USB2.0): Mass-storage, MTP
Multi Interface Shoe	Yes
Compatible OS* (USB connection)	Windows XP SP3**, Windows Vista SP2***, Windows 7 SP1, Windows 8, Mac OS X (10.5-10.8) * Must be installed with the above OS at delivery. Proper operation cannot be guaranteed with an upgraded OS environment ** 64-bit edition and Starter Editions are not supported. *** Starter Editions is not supported
Audio	
Microphone	Built-in stereo microphone
Speaker	Built-in monaural; volume setting in 8 steps between 0-7
Print	
Compatible standards	Exif Print, Print Image Matching III, DPOF setting
Custom function	
Type	Custom key settings
Power	
Battery	Rechargeable Battery Pack NP-FW50
Still images	Approx. 460 images(Viewfinder), Approx. 470 images(LCD screen) (CIPA standard)
Movies	Actual^{*1*2}: Approx. 80 minutes(Viewfinder), Approx 80 minutes(LCD screen) (CIPA standard) The maximum length of time you can shoot continuously is about 20 minutes. (in 1440×1080 12M shooting: limited by file size of 2GB) Continuous^{*1*3} Approx. 150 minutes(Viewfinder), Approx 150 minutes(LCD screen) (CIPA standard) (The maximum length of time you can shoot continuously is about 20 minutes. (in 1440×1080 12M shooting: limited by file size of 2GB)) *1 Continuous movie recording is possible for approximately 29 minutes (limited by product specifications). *2 Indicated recording time is defined by defined by repeating the following cycle: Power on, start recording, zoom, stand-by and power off) *3 The total movie recording time. When the limit of the continuous movie recording time (29 minutes) is reached, let the camera continue movie recording by pressing the MOVIE button again. No other operation such as zoom are performed.
Internal battery charge	Yes

External power	AC Adaptor AC-PW20 (optional)
Weight	
With battery and <i>Memory Card</i>	Approx. 411 g
Body only	Approx. 353 g
Dimensions	
W x H x D (excluding protrusions)	Approx. 128mm x 90.9mm x 84.5mm

Features and specifications are subject to change without notice.