

Press Release

Sony Announces Software and Firmware Updates for Cyber-shot QX “Lens-Style” Cameras - Improving Speed & Functionality

New PlayMemories Mobile™ App version 4.0 adds photo browsing, faster connection speeds; new firmware adds Full HD video shooting, expanded ISO range and more



QX attachment case for Xperia™ Z Ultra with Cyber-shot QX100 & QX10

Hong Kong, December 30, 2013 – Sony has announced plans for software and firmware updates designed to improve the overall usability, speed and functionality of the Cyber-shot QX100 and QX10 “Lens-style” Cameras. A new QX attachment case for the Xperia Z Ultra smartphone will be launched for securely attaching the Cyber-shot QX10 and QX100 to snap beautiful photos.

Software Update

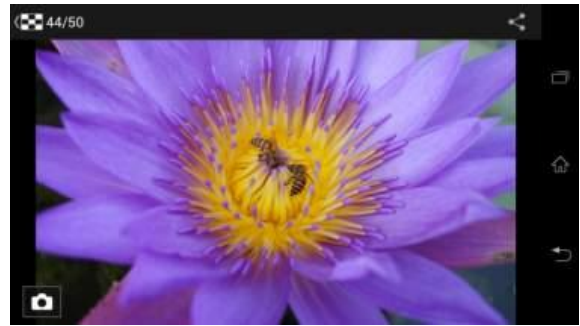
The software update for the PlayMemories Mobile™ application – **Version 4.0** – is currently available on both Google Play™ and App Store™ for all Sony Wi-Fi enabled cameras in addition to the Cyber-shot™ QX series. The updated application will feature:

- **Embedded Photo Browser** – A “Quick Viewer” photo browser has been added to the PlayMemories Mobile™ application, which will allow for seamless navigation between shooting images and viewing images in playback mode. Sample screen shots below:

Screen shots:



“Thumbnail View” is available for all images taken with the app



Single image view by tapping on thumbnail

- **Improved Speed and Functionality** – The newest version of the application will have improved connectivity speed when linking to devices running the Apple iOS™ platform. More specifically, connection start up time will be approximately twice as fast compared to previous versions of PlayMemories Mobile.

Sony will be releasing another software update in Q2 2014 to improve connectivity speed with Android devices.

Camera Firmware Update

Additionally, there will be a firmware update for QX cameras end of January 2014, which will add a variety of exciting capabilities, including:

- **Full HD Movie Recording (QX100 and QX10):** Both of the Cyber-shot QX Series cameras will have the ability to shoot Full HD 1080p video (1920x1080@30p in MP4) after the firmware update.
- **Shutter Priority (“S”) Mode (QX100 only):** The Shutter Priority (“S”) mode will be added to the QX100 camera to allow direct access control to shutter speed.
- **Expanded ISO Shooting Range (QX100 and QX10):** Each of the cameras will be able to shoot at higher ISO settings for greater versatility in low-light conditions. The QX10 will be expanded from max ISO1600 to max ISO3200. The QX100 will be expanded from max ISO3200 to max ISO12800.

Screen shots:



“S” Shutter Priority Mode on QX100



ISO Control on QX100 in “S” Mode

For more information on PlayMemories Mobile™ updates, please visit the following link:
<http://support.d-imaging.sony.co.jp/www/disoft/int/playmemories-mobile/en/connect/index.html>.



QX attachment case for Xperia™ Z Ultra

Sony will launch the new QX attachment case SPA-ACX3 (black, white) for securely attaching the Cyber-shot lens-style cameras QX10 and QX100 to your Xperia™ Z Ultra smartphone and start snapping great photos. It will be available at HK\$238 from mid January 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.

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