

Press Release

Sony Introduces the World's Lightest APS-C Interchangeable Lens Digital Camera¹ with Built-in Wi-Fi and NFC

α5000 offers DSLR-style quality and creative power in a small, lightweight body



- **Large 20.1MP Exmor™ APS-C HD CMOS sensor and BIONZ X™ processor for beautifully detailed images**
- **180° tiltable LCD screen for easy self-portraits**
- **Light, compact body with pop-up flash**
- **Wi-Fi and NFC for One-touch sharing/remote control with smartphones & tablets**
- **Support for PlayMemories Camera Apps™ and additional Photo Creativity options**

Hong Kong, January 15, 2014 – Sony introduces the world's lightest APS-C interchangeable lens digital camera, with built-in Wi-Fi and NFC punches far above its weight when it comes to beautiful pictures and creative control. Packing a large 20.1 effective megapixel Exmor™ APS HD CMOS sensor and BIONZ X™ processor, the [α5000](#) produces exquisite images, despite its small size.

A significant step up from ordinary point-and-shoot cameras, the new **α5000** puts pro-style picture quality in a beautifully designed body that fits easily in your pocket. Small and light enough to take anywhere, it is a perfect alternative to your DSLR. While weighing approx. 210g (without lens attached), its compact body accommodates a built-in flash to brighten dimly-lit scenes. The camera's handgrip is also re-styled for sure, steady handling with any E-mount lens attached.

Picture quality is boosted with a DSLR-sized 20.1 effective-megapixel Exmor™ APS-C HD CMOS image sensor that captures huge amounts of fine picture information. Images are further enhanced by the new-generation BIONZ X™ processor shared with the acclaimed **α7** and **α7R** full-frame cameras. Detail reproduction, area-specific noise reduction and diffraction reducing technologies ensure even finer textures and lower noise. What's more, sensitivity is now adjustable manually right up to ISO 16000 for impressive pictures in fading light.

¹ Among interchangeable lens digital cameras equipped with an APS-C size image sensor. As of January 7, 2014, based on Sony survey.

Single handed selfies are simple, thanks to the cameras' comfortable grip and 180° tiltable LCD screen that flips for perfect framing with the **α5000** held at arm's length. By using it with Soft Skin Effect, which automatically smoothen wrinkles and dullness for more beautiful looking skin on detected faces, users can produce even more attractive images. There is also a handily-placed lever on the camera body for fingertip adjustment of optical zoom² without struggling to reach controls on the lens barrel.

On-board Wi-Fi allows one-touch sharing and one-touch remote control with your Xperia™ or NFC-compatible Android smartphone or tablet. It is easy sharing of photos wirelessly on your mobile devices³. A single touch also activates Smart Remote Control, linking the camera with a smartphone or tablet to view shots, or fire the shutter from a distance.

Unique to Sony, Photo Creativity puts intuitive control over settings like Picture Effect and Background Defocus within everyone's reach. Press a button and use the control wheel to instantly see the effect of picture adjustments on the LCD screen, with an on-screen description to guide less experienced photographers.

PlayMemories Camera Apps™⁴ enhances your photo experience even further with a growing range of free and paid apps, spanning exciting creative effects, utilities and more. An upgraded Time-lapse Ver.2.0 can now smoothly track changes to ambient brightness in a scene. Besides, the brand-new Sync to Smartphone automatically transfers shots to a pre-registered smartphone or tablet each time the camera's switched off. The transferred photos can then be automatically relayed to your PlayMemories Online account if the mobile device has the PlayMemories Online App installed and the All Sync feature enabled. Find out more at: www.sony.net/pmca/

Accessories for the **α5000** include the new body case LCS-EBB that is exclusively styled for a sleek, elegant fit. Add the soft carrying case LCS-BBN and shoulder strap STP-XSR1 that offer a stylish, colour-coordinated match. Also available, the ACC-TRW is a value accessory kit that includes the battery charger BC-TRW and rechargeable battery pack NP-FW50.

The new Sony **α5000** interchangeable lens digital camera will be available in white, pink and black from end of January 2014.

There are a wide range of Sony APS-C lenses available for matching perfectly with the **α5000**. The new versatile SEL55210 (E 55-210mm F4.5-6.3 OSS) telephoto zoom lens is now available in a matching black finish at HK\$2,790. Ideal for taking portraits, the large aperture lens E 50mm F1.8 OSS (SEL50F18) is available at HK\$2,390. Customers purchasing any **α5000** lens kit will enjoy a special offer of the SEL50F18 at HK\$1,990.

² With power zoom lens attached, Digital Zoom (including Clear Image Zoom) is adjusted when other lenses are attached.

³ Only for smartphones or tablets with Android OS (Version 4.0 or later). The latest PlayMemories Mobile application must be installed on the mobile device.

⁴ Requires a valid Sony Entertainment Network account. Some apps may require a fee.

In addition to the APS-C lens series, the new Full-frame E-mount lenses Vario-Tessar T* FE 24-70mm F4 ZA OSS (SEL2470Z) will be launched from end of January at HK\$9,390 and the FE 28-70mm F3.5-5.6 OSS (SEL2870) is now available at HK\$3,590.

Pre-ordering

Sony’s new α 5000 interchangeable lens digital camera is available for pre-ordering from January 16 to January 26, 2014 at all Sony Stores, Sony Store online (www.sony.com.hk), Sony tele-sales hotline at (852) 2345-2966 and authorized dealers. α 5000 lens kits and offers are as follows:

Lens Kits	Prices	Pre-order Special Offers
α 5000L single lens kit (Body with lens SELP1650)	HK\$4,490	- Camera body case LCS-EBB/B (valued at HK\$320) - 16GB SD Card SF-16UY (valued at HK\$319)
α 5000Y double lens kit (Body with lenses SELP1650 and SEL55210)	HK\$6,490	- α Winter Promotion Premium: α rechargeable battery pack NP-FW50 (valued at HK\$450)

Sony Premium Services

Customers who purchase the latest α interchangeable lens digital camera α 5000 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 (α 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\$1,060.

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 our website at <http://www.sony.com.hk>.

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Specifications of Sony APS-C interchangeable-lens digital camera α 5000:

Model	α5000
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>ExmorTM</i> APS HD CMOS sensor with primary color filters
Number of pixels (approx.)	20.1 megapixels (effective), 20.4 megapixels (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, RAW & JPEG, JPEG Fine, JPEG Standard
Picture effect	13 types: Posterization (Color), Posterization (B/W), Pop Color, Retro Photo, Partial Color (R/G/B/Y), High Contrast Monochrome, Toy Camera(Normal/Cool/Warm/Green/Magenta), Soft High-key, Soft Focus(High/Mid/Low), HDR Painting(High/Mid/Low), Rich-tone Monochrome, Miniature(Auto/Top/Middle(H)/Bottom/Right/Middle(V)/Left), Watercolor, Illustration(High/Mid/ Low)
Creative style	Standard, Vivid, Portrait, Landscape, Sunset, B/W, Sepia (Contrast -3 to +3 steps, Saturation -3 to +3 steps, Sharpness -3 to +3 steps)
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 TM Color
Recording system (movie)	
Recording format	AVCHD ver 2.0 compliant /MP4
Video compression	AVCHD: MPEG-4 AVC/H.264 MP4: MPEG-4 AVC/H.264
Audio recording format	AVCHD: Dolby Digital (AC-3) 2ch, Dolby Digital Stereo Creator

	MP4: MPEG-4 AAC-LC 2ch
Movie recording system (AVCHD) *NTSC/PAL compatibility depends on region	[PAL*]AVCHD: 1920 x 1080 (50i/25fps Image sensor output/24Mbps/FX, 50i/25fps Image sensor output/17Mbps/FH,25p/24Mbps/FX, 25p/17Mbps/FH) MP4: 1440 x 1080 (25fps/12Mbps), 640 x 480 (25fps/3Mbps) [NTSC*] AVCHD: 1920 x 1080 (60i/30fps Image sensor output/24Mbps/FX, 60i/30fps Image sensor output/17Mbps/FH,24p/24Mbps/FX, 24p/17Mbps/FH) MP4: 1440 x 1080 (30fps/12Mbps), 640 x 480 (30fps/3Mbps)
Media	
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>
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(Warm White / Cool White / Day White / Daylight), Flash, Underwater, 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, DMF (Direct Manual Focus), Manual Focus
Focus area	Wide (25 points(contrast-detection AF)) / Zone /Center-weighted / Flexible Spot (S/M/L)
Other features	Lock-on AF/ Focus lock AF micro adjustment: Yes, (Sold separately) with LA-EA2 or LA-EA4
AF illuminator	Built-in LED
AF illuminator range (approx.)	Approx. 0.3- approx. 3.0m (with E PZ 16-50mm F3.5-5.6 OSS lens attached)
Exposure control	
Metering type	1200-zone evaluative metering
Metering sensor	<i>Exmor™</i> 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 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	+/- 3.0EV (1/3EV steps) ,Movies: +/- 2.0EV (1/3EV steps)
Bracketing	Bracket: Cont./Bracket: Single, With 1/3 EV, 2/3 EV, 1.0 EV, 2.0 EV, 3.0 EV increments, 3frames (1/3 EV, 2/3 EV,1.0EV,2.0EV,3.0EV : only 3 frames) selectable
AE lock	AE is locked when the shutter button is half pressed (Auto/On/Off selectable)
ISO sensitivity (Recommended Exposure Index)	Still images: ISO100 -16000 equivalent (1/3 EV step), AUTO (ISO 100-16000, selectable lower limit and upper limit) Movies: ISO 100-6400 equivalent (1/3 EV step) / AUTO (ISO 100-6400 selectable lower limit and upper limit)
LCD monitor	
Type	7.5 cm (3.0-type) wide, TFT
Number of dots (total)	460,800 dots
Brightness control	Manual (5 steps between -2 and +2), Sunny Weather mode
Adjustable angle	Up by approx. 180 degrees
Display contents	Graphic Display, Display All Info, No Disp. Info, 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, On Face Registration, Off , Face Selection; max. eight faces detected
Other features	
Other features	Self-portrait Self-timer: Yes (3 sec delay/OFF selectable), Smile Shutter (3 steps) , PlayMemories Camera Apps
Clear Image Zoom	
Still Images	Approx. 2x
Movies	Approx. 2x
Digital zoom	
Digital Zoom (still Images)	L:Approx. 4x/ M:Approx. 5.6x/ S:Approx. 8x
Smart Zoom (still Images)	M:Approx. 1.4x/ S:Approx. 2x
Digital Zoom (movies)	Approx. 4x
Shutter	
Type	Electronically controlled, vertical-traverse, focal-plane type
Shutter speed *NTSC/PAL compatibility depends on region	Still Images: 1/4000 to 30 sec., Bulb, Movies: 1/4000 to 1/4 (1/3 step). PAL: Up to 1/50 in AUTO mode (up to 1/25 in Auto Slow Shutter mode) NTSC: Up to 1/60 in AUTO mode (up to 1/30 in Auto Slow Shutter 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)
Recycling time	Approx. 3 sec.
Drive	
Modes	Single-shot, Continuous, Speed Priority Continuous, Self-timer (10/2 sec. delay), Self-timer (Cont.) (10 sec. delay; 3/5 exposures), Bracketing Cont./ Single, White Balance bracket, DRO bracket
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.)*	Speed Priority Continuous shooting: JPEG Fine L: 15 frames JPEG Standard L: 32 frames RAW: 5 frames RAW&JPG: 5 frames Continuous mode: JPEG Fine L: 27 frames JPEG Standard L: 68 frames RAW: 5 frames RAW&JPG: 5 frames
Playback	
Modes	Single (with or without shooting information, RGB histogram, and highlight/shadow warning), 12/30-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 (Manual/Off), Slideshow, Panorama scrolling, Folder selection (Date/Still/MP4/AVCHD), Forward/Rewind (movie), Delete, Protect
Interface	
Wi-Fi	View on Smartphone/ Send to Computer/ View on TV
NFC	One-touch remote/ One-touch sharing
PC interface	Multi/Micro USB Terminal, Hi-speed USB (USB2.0): Mass-storage, MTP, PC remote
HD output	HDMI micro connector (Type-D)/ BRAVIA Sync (link menu)/ PhotoTV HD/ 4K Still Image playback

Compatible OS (USB connection)	Windows 7 SP1, Windows Vista* SP2, Windows 8, Mac OS X (v10.6-v10.8) * Starter Editions is not supported
Audio	
Microphone	Built-in stereo microphone
Speaker	Built-in monaural
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. 420 images(LCD screen) (CIPA standard)
Movies	<p>Actual^{*1*2}: Approx. 95 min(CIPA standard)</p> <p>Continuous^{*1*3} Approx. 150 min(CIPA standard)</p> <p>*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.</p>
Internal battery charge	Yes
External power	AC Adaptor AC-PW20 (optional)
Weight	
With battery and Memory Card	Approx. 269 g
Body only	Approx. 210 g
Dimensions	
W x H x D (excluding protrusions)	Approx. 109.6mm x 62.8mm x 35.7mm

Features and specifications are subject to change without notice.