

Press Release

Never Miss a Shot: α 6000 from Sony Offers World's Fastest Autofocus amongst Interchangeable Lens Cameras¹



- **Fast Hybrid AF gives world's fastest¹ autofocus performance of just 0.06 sec with high precision accuracy**
- **Extremely wide autofocus coverage area with 179 phase-detection AF points**
- **24.3 megapixel Exmor™ APS HD CMOS sensor featuring gapless-on-chip design**
- **BIONZ X™ processor for pro-quality photos and Full HD video**
- **Light, compact and easy to use with built-in flash, OLED Tru-Finder™ and two control dials**
- **NFC and Wi-Fi for One-touch sharing/remote control from your mobile**
- **Boost your creativity with a range of downloadable PlayMemories Camera Apps™**

Hong Kong, February 12, 2014 – Sony introduces the speedy new α 6000 that boasts the quickest AF performance of any interchangeable lens digital camera, snapping subjects into sharp focus in just 0.06 seconds. From spontaneous smiles to towering tennis serves, you'll capture those fleeting moments that other cameras miss. And thanks to the 24.3 megapixel Exmor™ APS HD CMOS sensor and BIONZ X™ processor, every frame is crammed with rich detail and texture.

Boosting Sony's mirrorless line-up, the α 6000 comes in two iconic designs, black and titanium, sure to inspire jealous glances from other photographers. For users who have been thinking about taking advantage of size and weight advantages of a mirrorless camera but don't want to sacrifice super-quick autofocus, the α 6000 now renders that conversation moot.

Even quicker than most professional DSLRs, the phenomenal autofocus speed of the α 6000 is powered by Sony's advanced Fast Hybrid AF system. A 179-point focal plane phase-detection AF sensor is teamed with high-precision contrast-detection AF. This potent combination delivers the world's fastest¹ AF performance of any interchangeable lens camera, plus continuous shooting at a blazing 11fps with highly accurate autofocus tracking. Nothing gets past the α 6000 – even

¹ Amongst interchangeable-lens digital cameras equipped with an APS-C image sensor as of February 12, 2014, based on Sony research. Measured using internal method with E PZ 16-50mm F3.5-5.6 OSS lens.

fast-moving subjects like athletes and acrobatic pets - and the Fast Hybrid AF system is also available in movie mode.

There are plenty more premium features packed into the camera's compact, purposeful body. Composing scenes is a pleasure through the new clear, bright OLED Tru-Finder™ which consists of four double aspherical lenses. Preview the effects of adjusting focus, exposure and other settings: what you see is exactly what you get.

Intuitively-placed mode and control dials on top of the camera allow effortless adjustment of shooting settings while you're focused on the scene in front of you. A total of 7 customisable buttons – including two dedicated custom buttons – give swift access to any one of 43 assignable functions to satisfy any photo enthusiast. And for extra flexibility in any situation, there's a built-in flash to brighten up portraits or gloomy indoor shots.

It's easy to share shots on your mobile: on-board Wi-Fi allows one-touch connection with your Xperia™, NFC-compatible Android smartphones, tablets and VAIO. A single touch also activates Smart Remote Control, linking the camera to fire the shutter from a distance and view photos on your mobile.

The exciting possibilities of the **α6000** grow with your creative ambitions. [PlayMemories Camera Apps](#) enhance your photo experience with a growing range of free and paid apps, including the Time Lapse, Multiple Exposure and more. Introducing alongside the **α6000** are three brand new apps. The first of these is Smooth Reflection which allows the user to shoot magical looking long-exposure photos without worrying about the challenging exposure settings that previously took years to master. Liveview Grading makes it incredibly easy to apply colour grading to movies. You can fine-tune the colour of your movies by adjusting colour depth, colour balance, colour saturation and more while viewing the effects in real-time before shooting to add real punch to your movies. Star Trail lets you create a beautiful star trail movie in camera without the need of a PC or time consuming manual editing. You can simply choose one of three themes² and get shooting on a starry night. Learn more at www.sony.net/pmca/. The **α6000** is also compatible with Sony's [Camera Remote API](#) programme³.

The **α** system consists of a wide range of **α** camera models, lenses and accessories. The high quality E-mount and A-mount lenses from Sony are available for matching with different **α** cameras, allowing photo enthusiasts to unleash creativity for unlimited photography opportunities. Style-matching optional accessories for the **α6000** include the LCS-EBC just-fit body case that protects the camera from dust and everyday scratches. It's possible to transfer data via connected USB, use the NFC function or mount the camera on a tripod without having to remove the case.

The LCS-ASB1 active sling bag protects the camera while you're out and about. Carry it in one hand, or wear over either shoulder – the bag's water-repellent fabric and zipper keeps things safe and dry, even on rainy days.

² 'Dark night', 'Bright night' or 'Custom'

³ The **α6000** offers compatibility with Sony's new "Camera Remote API beta", an API (Application Program Interface) for remote operation of Sony camera with Wi-Fi-equipped smartphones and electronic tablets. This requires installation of the most recent Smart Remote Control that can be downloaded in territories where PlayMemories Camera Apps is available.

The LCS-BBXL soft carrying case is great for protecting long lenses like the SEL18200LE and SEL55210 while you're out and about. The water-repellent case also offers extra space to store a lens hood. Also available, the PCK-LM17 is a semi-hard protective sheet that safeguards the camera's LCD screen against scratches, dust and fingerprints.

The interchangeable lens digital camera α 6000 from Sony will be available from mid of March 2014.

Pre-ordering

Sony's new ILCE-6000 interchangeable lens digital camera is available for pre-ordering from March 1–18, 2014 at all Sony Stores, Sony Store online (www.sony.com.hk), Sony tele-sales hotline at (852) 2345-2966 and authorized dealers. Customers ordering the camera and any len kit will receive a complimentary a LCS-EBC body case and a 32GB SD card. Special offers are as follows:

Models	Prices	Premiums
α 6000 (Body only)	HK\$5,990	* LCS-EBC Body Case (Worth HK\$400)
α 6000 Single Lens Kit (Body with lens SELP1650)	HK\$6,990	* 32GB SD Card (Worth HK\$549)
α 6000 Double Lens Kit (Body with lenses SELP1650 and SEL55210)	HK\$8,990	
SEL1670Z Carl Zeiss Lens E 16-70mm F4 ZA OSS	Special offer: HK\$7,190 (Original price: HK\$7,990)	
HVL-F43M flash	Special offer: HK\$2,312 (Original price: HK\$2,890)	
α battery and charger (ACC-TRW)	Special offer: HK\$520 (Original price: HK\$650)	

Sony Premium Services

Customers who purchase the latest α interchangeable lens camera ILCE-6000 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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Product specifications of Sony Interchangeable lens digital camera α 6000:

Model	α6000
General	
Camera type	Interchangeable lens digital camera with built-in flash
Lens compatibility	Sony E-mount lenses
Image sensor	
Type	APS-C type (23.5 x 15.6mm), <i>Exmor™</i> APS HD CMOS sensor
Number of pixels (effective)	Approx. 24.3 megapixels
Number of pixels (total)	Approx. 24.7 megapixels
Image sensor aspect ratio	3:2
Anti-dust system	Charge protection coating on optical filter and ultrasonic vibration mechanism
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: 6000 x 4000 (24M), M: 4240 x 2832(12M), S: 3008 x 2000 (6.0M)</p> <p>16:9 aspect ratio L: 6000 x 3376(20M), M: 4240 x 2400(10M), S: 3008 x 1688(5.1M)</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 modes : Posterization (Color, B/W), Pop Color, Retro Photo, Partial Color (R,G,B,Y), High Contrast Mono, Toy Camera (Normal/Cool/Warm/Green/Magenta), Soft High-key, Soft Focus(High/Mid/Low), HDR Painting(High/Mid/Low), Rich-tone Mono, Miniature(Auto/Top/Middle(H),Bottom/Right/Middle(V)/Left),Watercolor, Illustration(High/Mid/ Low)
Creative Style	Standard, Vivid, Neutral, Clear, Deep, Light, Portrait, Landscape, Sunset, Night Scene, Autumn Leaves, Black & White, Sepia (Contrast -3 to +3 steps, Saturation -3 to +3 steps, Sharpness -3 to +3 steps) (Style Box 1-6 also provided)
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™ 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
Image size (pixels)	AVCHD: 1920 x 1080(60p/50p, 28M, PS): Approx.28Mbps(Maximum bit-rate) 1920 x 1080(60i/50i ,24M, FX): Approx.24Mbps(Maximum bit-rate) 1920 x 1080(60i/50i, 17M, FH): Approx.17Mbps(Average bit-rate) 1920 x 1080(24p/25p ,24M, FX): Approx.24Mbps(Maximum bit-rate) 1920 x 1080(24p/25p, 17M, FH): Approx.17Mbps(Average bit-rate) MP4: 1440 x 1080 (25/30 fps/12 Mbps), 640 x 480 (25/30 fps/3 Mbps) (Average bit-rate)
Movie functions	PAL/NTSC Selector/ AF Tracking Duration/ AF Drive Speed/ Auto Slow Shutter/ HDMI Info. Display(On/Off)
Color space	xvYCC standard (x.v.Color™ when connected via HDMI cable) compatible with TRILUMINOS™ Color
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: On/Off, available at shutter speeds longer than 1 sec., High ISO NR: Normal/Low/ Off selectable
Multi Frame NR	Auto/ISO 100 to 51200
White balance	
Modes	Auto WB, Daylight, Shade, Cloudy, Incandescent, Fluorescent, (Warm White / Cool White / Day White / Daylight) /, Flash, C. Temp 2500 to 9900K, C. Filter (G7 to M7 15-step, A7 to B7 15-step), Custom, Underwater, AWB micro adjustment(G7 to M7 15 step, A7 to B7 15 step), Bracketing: 3 frames, H/L selectable
Focus system	
Type	Fast Hybrid AF (phase-detection AF/contrast-detection AF)* ¹
Focus point	179 points (phase-detection AF)/ 25 points (contrast-detection AF)
Sensitivity range	EV 0 to EV 20 (at ISO 100 equivalent with F2.8 lens attached)
AF modes	AF-A (Automatic AF), Single-shot AF (AF-S), Continuous AF (AF-C), Direct Manual Focus (DMF), Manual Focus
Focus area	Wide (179 points (phase-detection AF), 25 points(contrast-detection AF)) / Zone / Center-weighted / Flexible Spot (S/M/L)
Other features	Lock-on AF, Eye AF, Predictive control, Focus lock; Eye-start AF & AF micro adjustment (only with LA-EA2 or LA-EA4)

	attached(Sold separately)), AF illuminator (built-in, LED type, range: Approx. 0.30-3m), (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	AUTO (iAUTO, Superior Auto), Programmed AE (P), Aperture priority (A), Shutter-speed priority (S), Manual (M), Scene Selection, Sweep Panorama, 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	+/-5.0 EV (in 1/3 EV or 1/2 EV steps)
AE Bracketing	Bracket: Cont./Bracket: Single, With 1/3 EV, 1/2 EV, 2/3 EV, 1.0 EV, 2.0 EV, 3.0 EV increments, 3/5 frames (1.0 EV,2.0 EV, 3.0 EV : only 3 frames) selectable
AE lock	Locked when shutter button is presses halfway. (Auto/On/Off selectable)
ISO sensitivity (Recommended Exposure Index)	Still images: ISO 100-25600 equivalent (1/3 EV step), AUTO (ISO 100-25600, selectable lower limit and upper limit) Movies: ISO 100-12800 equivalent (1/3 EV step) / AUTO (ISO 100-12800 equivalent, selectable lower limit and upper limit)
Viewfinder	
Type	1.0 cm (0.39 type) OLED electronic viewfinder (color)
Number of dots (total)	1,440,000 dots
Brightness control	Auto/Manual (5 steps between -2 and +2)
Color temperature control	Manual (5 steps)
Field coverage	100%
Magnification	Approx. 1.07x (35mm camera equivalent: Approx. 0.70x) with 50mm lens at infinity, -1m-1 Diopter adjustment: -4.0 to +3.0m ⁻¹ diopter
Eye point	Approx. 23mm from the eyepiece lens, 21.4mm from the eyepiece frame at -1m ⁻¹ diopter (CIPA standard)
Display contents	Graphic Display, Display All Info, No Disp. Info, Histogram
LCD screen	
Type	7.5cm (3.0 type) TFT drive
Total number of dots	921,600 dots
Brightness control	Manual (5 steps between -2 and +2), Sunny Weather mode
Adjustable angle	Up approx. 90 degrees, down approx. 45 degrees
WhiteMagic	Yes
Display	Graphic Display / Display All Info. / No Disp. Info. / Histogram /for viewfinder mode
Real-time image-adjustment	On/Off

display	
Quick Navi	Yes
Focus Check	Focus Magnifier (5.9x, 11.7x)
Zebra	Yes
Peaking MF	Yes (Level setting: High/Mid/Low/Off, Color: White/Red/Yellow)
Other features	
Face Detection	On / On (Regist. Faces) / Off, Face registration, Face selection (Max. number of detectable faces: 8)
Auto Object Framing	Yes
Clear Image Zoom	Still / Movie: Approx. 2x
Digital zoom	Smart zoom (still images): M:Approx 1.4x, S:Approx 2x Digital zoom (still images): L:Approx 4x, M:Approx 5.7x, S:Approx 8x Digital zoom (movies): Approx 4x
PlayMemories Camera Apps	Yes
Lens compensation	Peripheral shading, chromatic aberration, distortion
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 1/50 in AUTO mode. up to 1/25 in Auto Slow Shutter mode
Flash sync. Speed ^{*2}	1/160 sec
Electronic front curtain shutter	Yes, On/Off
SteadyShot INSIDE (image stabilization)	
Type	Not supported (image stabilization supported by lens)
Flash(with optional external flash)	
Type	Built-in flash/ GN:6 (in meters at ISO 100)
Flash coverage	16mm (focal-length printed on the lens body)
Control	Pre-flash TTL
Flash compensation	+/-3.0 EV (switchable between 1/3 and 1/2 EV steps)
Flash bracketing	1/3, 1/2, 2/3, 1, 2, 3 EV steps, 3/5 frames (1.0/2.0/3.0 EV: only 3 frames) selectable
Flash modes	Flash off, Autoflash, Fill-flash, Slow Sync., Rear Sync. Red-eye reduction (On/Off selectable), Hi-speed sync ^{*3} , Wireless ^{*3}
External flash	Sony α System Flash compatible with Multi Interface Shoe. Attach the shoe adaptor for flash compatible with Auto-lock Accessory Shoe.
Drive	
Modes	Single shooting, Continuous shooting (Hi/Mid/Lo selectable), Self-timer (10/2 sec. delay selectable), Self-timer (Cont.) (10 sec. delay; 3/5 exposures selectable), Bracketing (Cont., Single, White Balance, DRO)
Speed (approx.,	Continuous shooting: Hi: 11 fps, Mid: 6 fps, Lo: 2.5 fps

max.) ^{*4}	
No. of frame recordable* (approx.) ^{*4 *5}	JPEG Fine L: 49 frames JPEG Standard L: 49 frames RAW: 21 frames RAW&JPG: 21 frames
Playback	
Modes	Single (with or without shooting information, RGB histogram & highlight/shadow warning), 12/30-frame index view, Enlarged display mode (L: 16.7x, M: 11.8x, S: 8.3x, Panorama (Standard): 19.2x, Panorama (Wide): 29.1x), Image orientation (Manual/Off selectable), Slideshow, Panorama scrolling, Folder selection (Still / Date / MP4 / AVCHD), Forward/Rewind (Movie), Delete, Protect, Auto Review (10/5/2 sec, Off)
Interface	
PC interface	Mass-storage, MTP, PC remote
Multi / Micro USB Terminal	Yes
Wi-Fi	View on Smartphone, Send to Computer, View on TV
NFC TM	One-touch remote/ One-touch sharing
HD output	HDMI micro connector (Type-D), BRAVIA Sync (link menu), PhotoTV HD, 4K still image playback
Multi Interface Shoe ^{*6}	Yes
Others	Remote Control(RMT-DSLR2 (sold separately))
Compatible OS	Windows Vista ^{*7} /SP2, Windows 7 SP1, Windows 8, Windows 8.1, Mac OS X (v. 10.6-10.9)
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, Programmable setting(3 sets)
Power	
Battery	Rechargeable Battery Pack NP-FW50
Still images	Approx. 310 shots (viewfinder) / approx. 360 shots (LCD screen) (CIPA standard)
Movies	Actual ^{*8*9} : Approx. 60 min with viewfinder, approx. 60 min with LCD screen (CIPA standard) Continuous ^{*8*10} : Approx. 90 min with viewfinder, approx. 90 min with LCD screen (CIPA standard)
External power	AC Adaptor AC-PW20 (optional)
Weight	
With battery and Memory Stick PRO Duo	Approx. 344g (approx. 12.1 oz)
Body only	Approx. 285g (approx. 10.1 oz)
Dimensions	
W x H x D (excluding	Approx. 120.0mm x 66.9mm x 45.1mm

protrusions)	
Operating temperature	
Range	32-104°F/0-40°C

Features and specifications are subject to change without notice.

Remarks

- *1 When using phase-detection AF, limited lenses will be compatible initially. Expansion is planned by body firmware update.
- *2 With compatible Sony external flash
- *3 With compatible external flash
- *4 Varies according to shooting conditions or memory card used
- *5 Continuous drive (Hi) in Drive mode
- *6 Sony accessories for the Accessory Shoe can be attached.
- *7 Starter Edition is not supported.
- *8 Continuous movie recording is possible for approximately 29 minutes (limited by product specifications).
- *9 Indication recording time, which is defined by repeating the cycle: Power on, start recording, zoom , stand-by and power off.
- *10 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.