

## Press Release

**Test Your Limits with New Action Cam HDR-AS100V from Sony**  
*New splash-proof wearable video camera now records high-quality Full HD pictures with XAVC S at 50 Mbps*



*Action Cam HDR-AS100V*

- **BIONZ X processor delivers Full HD image quality in XAVC S at 50Mbps**
- **Live-View Remote<sup>1</sup> controls up to five cameras remotely**
- **Splash proof with no need for a separate housing, reducing overall size<sup>2</sup>**
- **Advanced SteadyShot smoothes camera wobbles and vibration with 2.5x performance improvement over existing models<sup>3</sup>**
- **Create Map Views with GPS Data Overlay, or merge shots from multiple cameras with PlayMemories Home™ editing software**

**Hong Kong, February 12, 2014** – Sony today introduced the all-new Action Cam HDR-AS100V that satisfies your taste for the extreme: From skiing... to speedway... to mud-spattered treks.

Action Cam HDR-AS100V delivers picture quality that is better than ever. Footage is crisper and clearer thanks to the camera's updated new ZEISS Tessar® 170-degree wide angle lens, 13.5 megapixel Exmor R™ CMOS sensor and powerful new BIONZ X™ image processor.

For the first time, Action Cam can now capture Full HD footage with high bit-rate recording at up to 50 Mbps, using the efficient new XAVC S video format. You'll see the difference with fabulous

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<sup>1</sup> Supplied as standard with the HDR-AS100VR.

<sup>2</sup> Compared to previous Action Cam models.

<sup>3</sup> Compared with HDR-AS30V (Sony measurement).

picture quality in every frame – even with fast scene pans that look blurred or jittery on other cameras.

In another first, up to five Action Cam AS100V units can now be controlled wirelessly with the wearable wristwatch-style RM-LVR1<sup>4</sup> Live-View Remote which is supplied in the box of HDR-AS100VR. Start and stop recordings, view shots or adjust settings at the press of a button. Everything's in easy fingertip reach, even if you're wearing chunky ski gloves.

Sony's latest wearable Full HD video camera is made for adrenalin-soaked fun on road, hill, snow or water. Its slim design carves through air and water with less resistance, and the splash-proof body means you don't need a waterproof case to tackle rain-drenched bike trails. And with a cool new white finish, Action Cam reflects the sun's rays when you're sand boarding down arid dunes in scorching heat.

If you're hurtling down a ski slope or negotiating potholes on your bike, Advanced SteadyShot keeps footage more stable and blur-free with 2.5x improved performance compared to its predecessor<sup>5</sup>. It's more effective than ever, especially with mechanical vibration from a motorcycle or quad bike.

As an added extra, Action Cam can shoot high-quality video at high-speed 120 fps or 240 fps with sound. After shooting, replay your footage at normal speed for a silky slo-mo view of BMX bike flips and skateboard stunts.

New Interval Still Recording adds even more creative options. The camera automatically shoots a sequence of still photos at selectable intervals between 1 and 60 seconds. Then replay them in sequence for a time lapse-style document of lengthy journeys. There's also a handy 'flip' function that inverts footage if the camera's mounted sideways or upside down on a helmet or the faring of your microlight.

The addition of a second tally light on top of Action Cam gives instant visual assurance of recording start-stop status, whether the camera's above or below you. Easy mounting options are also increased with the addition of a new tripod adaptor for simple fixing without the need to add a skeleton frame.

New Action Cam offers plenty more features to suit serious video makers. A choice of colour settings gives extra creative flexibility when you're editing your footage. Grab video with 'Neutral' image quality, or spice up footage with 'Vivid' that accentuates rich, powerful colours for extra impact. And for pro-focused film directors, Action Cam now records video with time code<sup>6</sup>, helping synchronise shots when you're editing scenes from multiple cameras.

User bit is also a new function that can record information (8-digit hexadecimal numbers) such as date/time/scene number which is extremely useful for editing movies created using two or more cameras.

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<sup>4</sup> To use Multi Camera Control, it may be necessary to update RM-LVR1 which is not bundled with AS100V to version 2.00 via an user update at time of sales of AS100V. RM-LVR1 Live-View Remote is supplied as standard with the HDR-AS100VR.

<sup>5</sup> Compared to previous Action Cam models.

<sup>6</sup> Editing with the time code will be available with Vegas™Pro XAVC S only.

NFC allows fuss-free hook-ups with Xperia™ and other compatible smartphones and tablets at a single touch. Transfer footage wirelessly to your mobile device for easy sharing, with no need to worry about fiddly memory cards or connecting cables. One-touch connection also launches the [PlayMemories Mobile™](#) app on your smartphone (if installed), allowing quick checking of camera angles directly from your mobile's screen.

Scheduled as an user update for Q3 2014, live video streaming will allow Action Cam users to share their experiences in real time. The camera relays live video wirelessly to your smartphone that transfers footage to the web. Now everyone can share the moment while it's actually happening.

After shooting, editing your action movies is fun and easy with PlayMemories Home™ software for Windows or Mac that's available for download. You can even chart your adventures with Map Views that plots your route and PlayMemories Home™ lets you merge up to four videos and edit footage captured in high-speed recording to create one split video with GPS overlay data that has tremendous impact.

A choice of style-matching accessories gives even more options for enjoying Action Cam – wherever you are and whatever you're doing. Add the HDR-AS100VB Bike Mount Kit and let the adventure begin.

The new Action Cam HDR-AS100V wearable video camera will be available from end of March 2014.

<b>Model</b>	<b>Price</b>
AS100V	HK\$2,680
Bicycle Mount Kit AS100VB	HK\$2,980
AS100VR Remote Kit with RM-LVR1	HK\$3,480

### **Pre-ordering**

Sony's Action Cam HDR-AS100VR Remote Kit is available for pre-ordering from March 14 to March 23, 2014 at all Sony Stores, Sony Store online ([www.sony.com.hk/store](http://www.sony.com.hk/store)), Sony tele-sales hotline at (852) 2345-2966 and authorized dealers. Customers who purchase the latest Action Cam HDR-AS100VR during the pre-ordering period will receive a rechargeable battery NP-BX1.

### **Sony Premium Services**

Customers who purchase brand new Action Cam HDR-AS100V are eligible to purchase Sony Premium Services, which offer you different services and benefits including: (i) extension of product warranty; (ii) 50% discount on value-added services such as image retrieval service, delivery service, etc; and (iii) 20% discount to enjoy Sony Studio services. Premium Services Scheme (Handycam® Camcorder): (i) 1-year local warranty extension: HK\$390, (ii) 2-year local warranty extension: HK\$700. 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 Action Cam HDR-AS100V:**

<b>Model</b>	<b>HDR-AS100V</b>
<b>Video format</b>	MP4: MPEG-4 AVC/H.264 XAVC S format: MPEG-4 AVC/H.264
<b>Video resolution</b>	MP4: PS:1920x1080 60p/50p, HQ:1920x1080 30p/25p, STD:1280x720 30p/25p, SSLOW:1280x720 120p/100p, HS120(HS100):1280x720 120p/100p, HS240(HS200):800x480 240p/200p, VGA:640x480 30p/25p  XAVC S 60p:1920x1080 60p/50p 30p:1920x1080 30p/25p 24p:1920x1080 24p
<b>Image sensor</b>	1/2.3 type (7.76mm) back-illuminated "Exmor R" CMOS Sensor
<b>Processor</b>	BIONZ X™ image processor
<b>Still image resolution</b>	PHOTO Mode 13.5 megapixels 16:9 (1920x1080) Interval Photo Recording Mode 2.0 megapixels 16:9 (1920x1080)
<b>Lens</b>	F2.8 Zeiss® Tessar® Minimum focusing distance approx. 30cm Field of view: 170° (without SteadyShot)
<b>Image stabilisation</b>	Electronic SteadyShot image stabilization w/ Active mode
<b>Waterproof</b>	Yes (In use with Waterproof Case (SPK-AS2))
<b>Splash Proof</b>	Yes (Equivalent to IPX4)
<b>Dust Proof</b>	Yes (In use with Waterproof Case (SPK-AS2))
<b>Shockproof</b>	Yes (In use with Waterproof Case (SPK-AS2))
<b>Wi-Fi</b>	IEEE 802.11b/g/n (2.4GHz band)
<b>NFC</b>	Yes (NFC forum Type 3 Tag compatible)
<b>Interfaces</b>	SD output: Composite Video Out(AV CABLE VMC-15MR2(sold separately)) HD Output Terminal: HDMI micro Multi/Micro USB Terminal BRAVIA Sync Microphone Input: Stereo Minijack
<b>Memory card slot</b>	Memory Stick Micro™ and Micro SD/SDHC/SDXC compatible
<b>On Screen Main Indicators</b>	Recording Mode, Image stabilization, GPS Tracking Status, Shooting Mode Status
<b>Dimensions</b>	Approx.24.2mm x 46.5mm x 81.5mm

<b>(WxHxD)</b>	
<b>Weight</b>	Approx.92g (NP-BX1(supplied battery))
<b>Supplied accessories</b>	Rechargeable Battery Pack(NP-BX1) (1) micro USB Cable (1) "Operating Guide" (1) Waterproof Case(SPK-AS2) (1) Adhesive Mount(VCT-AM1) (1) Tripod Adapter (1)