

Press Release

Sony Unveils Travel-friendly Cyber-shot™ HX400V with 50x Optical Zoom *Supersize your shooting capability with the feature-packed camera*



- **Exmor R™ CMOS sensor with 20.4 megapixels and BIONZ X™ processor**
- **ZEISS Vario-Sonnar T* lens with 50x optical zoom and 100x Clear Image Zoom to get incredibly close to the action**
- **Optical SteadyShot with Intelligent Active Mode for smoother, more stable stills and movies**
- **Wi-Fi and NFC for One-touch wireless transfers and remote control from your smartphone**
- **PlayMemories Camera Apps™ for more enjoyment**

Hong Kong, March 27, 2014 – Sony introduces the new Cyber-shot™ DSC-HX400V camera which packs an extraordinary photo punch without weighing you down.

The camera eases your worries on changing lenses while you are out and about. The camera's massive 50x optical zoom range covers any situation – from landscapes, family scenes and live concerts to dramatic close-ups of sports, wildlife and even the moon. If you want to go nearer still, Clear Image Zoom provides spectacular frame-filling 100x close-ups of wildlife or distant landmarks and as well as the moon.

With Optical SteadyShot, still photos stay sharp and blur-free – even at high zoom settings where handheld wobbles are a challenge for any photographer. With Intelligent Active Mode plus the 5-axis correction for movie, Full HD videos maintain sharp and defined at any zoom setting. Even if you are walking, you will see the difference with impressively stable movie footages and a dramatic reduction in hard-to-watch wobbles.

Every frame is packed with rich detail, thanks to the premium-quality ZEISS Vario-Sonnar T* lens, high-resolution Exmor R™ CMOS sensor with 20.4 effective megapixels and speedy BIONZ X™

image processing engine. It is a potent combination, delivering fabulous colours, contrast and texture with ultra-low image noise, even in dim light.

Inside the travel-friendly body, there is plenty to satisfy anyone who is serious about taking better-looking pictures. The DSC-HX400V offers the purposeful reassurance of a DSLR-style body that feels comfortable in your hand. Never compromise your creative vision: there is a manual ring for smooth adjustment of zoom/focus, plus a jog dial, custom buttons and memory for favourite settings. Coupled with full P/A/S/M controls, you have got all the exposure options you need to craft stunning pictures and Full HD movies.

On-board Wi-Fi lets you send photos and videos straight to your smartphone or tablet, while NFC connects effortlessly with compatible mobile devices at a single touch. You can even use your phone as a handy remote controller: perfect for group photos when you want to be in the photo.

Add options like a flash or external microphone via the Multi Interface Shoe to expand your creative options even further. As your ambitions grow, enhance your photo experience by PlayMemories Camera Apps™ – a growing range of downloadable applications, from artistic effects to handy utilities. Learn more at www.sony.net/pmca/

After shooting, connect your camera to your 4K TV and experience a thrilling new world of photo realism on the big screen. Additionally, with GPS on board, the camera enables you to easily retrace your travels with exciting map views on your PC, documenting exactly where all your photos and video were taken.

The new Cyber-shot™ DSC-HX400V digital camera from Sony is now available at HK\$3,990.

- **Official Digital Camera of the 2014 FIFA World Cup™**

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 Cyber-shot™ digital camera DSC-HX400V:

| Model | DSC-HX400V |
|---|---|
| Image Sensor | |
| Image Sensor | 1/2.3 type(7.82mm) Exmor R™ CMOS sensor |
| Number of Pixels | Approx. 21.1 Megapixels (Gross) Approx. 20.4 Megapixels(Effective) |
| Lens | |
| Lens Type | ZEISS Vario Sonnar T* (15 elements in 10 groups (including 1superED glass element, 2ED glass element and 3aspheric element)) |
| Focal Length (35mm equivalent) | f=4.3-215mm (Still Image3:2): f=25-1250mm (Still Image4:3): f=24-1200mm (Still Image16:9): f=26-1300mm (Still Image1:1): f=28.5-1425mm (Movie16:9): f=26.5-1325mm (SteadyShot Standard), f=28-1850mm (SteadyShot Active), f=31-1900mm (SteadyShot Intelligent Active) (Movie4:3): f=32.5-1625mm (SteadyShot Standard), f=34.5-2300mm (SteadyShot Active), f=38-2350mm (SteadyShot Intelligent Active) |
| F-number | F2.8 (W) - 6.3 (T) |
| Focal Range (From the front of the lens) | iAuto: AF (W: Approx. 1cm to Infinity, T: Approx. 240cm to Infinity)/ Program Auto: AF (W: Approx. 1cm to Infinity, T: Approx.240cm to Infinity) |
| Camera | |
| Imaging Processor | "BIONZ X™" |
| Total Zoom Magnification | 50x (Optical Zoom during movie recording) Clear Image Zoom: Still Image 20M Approx.100x / 10M Approx.142x / 5M Approx.200x / VGA Approx.810x / 15M(16:9) Approx.100x / 2M(16:9) Approx.270x Movie: Approx. 100x Digital Zoom: Still Image: 20M Approx. 200x / 10M Approx. 284x / 5M Approx. 400x / VGA Approx. 810x / 15M (16:9) Approx. 200x / 2M (16:9) Approx. 540x Movie: Approx. 200x |
| Main Function | |
| PlayMemories Camera Apps™ | Yes |
| NFC | One-touch remote/ One-touch sharing |
| Wi-Fi | Ctrl with Smartphone: Yes(except Movie recording) / Send to Smartphone: Yes (Select on This Device / Select on Smartphone) |

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| | View on TV/ PC transfer |
| GPS | Yes |
| Focus Mode | Single-shot AF/ DMF/ Manual Focus/ Continuous AF(Advanced sports & Movie Only) |
| AF Illuminator | Auto / Off |
| Light Metering Mode | Multi Pattern/ Center Weighted/ Spot |
| Aperture | iAuto (F2.8-F6.3 (W)) / Program Auto (F2.8-F6.3 (W)) /Aperture Priority (F2.8-F8.0(W)) / Sutter Priority (F2.8-F6.3(W)) / Manual (F2.8-F8.0 (W)) |
| Shutter Speed | iAuto(4" - 1/4000) / Program Auto(1" - 1/4000) / Shutter Priority(30" - 1/4000) / Aperture Priority(8" - 1/2000) / Manual(30" - 1/4000) |
| ISO Sensitivity(REI) | Still Image: Auto(ISO80-3200, selectable with upper / lower limit), 80/100/125/160/200/250/320/400/500/640/800/1000/1250/1600/2000/2500/3200, Multi-Frame NR:Auto(ISO80-3200),100/200/400/800/1600/3200/6400/12800 Movie: Auto(ISO80-3200, selectable with upper / lower limit),80/100/125/160/200/250/320/400/500/640/800/1000/1250/1600/2000/2500/3200 |
| Exposure Compensation | Plus / Minus 2.0EV, 1 / 3EV step |
| SteadyShot | Optical |
| Optical SteadyShot Active Mode (for Movie) | Intelligent Active Mode, Optical type with electronic compensation, Anti Rolling type (5 Axis correction) |
| White Balance | Auto/ Daylight/ Cloudy/ Fluorescent Cool White / Fluorescent Day White / Fluorescent Daylight / Incandescent/ Flash/ C.Temp./Filter / Custom/ WB micro adjustment: G7-M7,A7-B7 |
| Shooting Mode | Program Auto/ Aperture Priority/ Shutter Speed Priority/ Manual Exposure/ MR(Memory Recall) 1,2/ Movie Mode(Program Auto,Aperture Priority,Shutter Speed Priority,Manual Exposure)/ Panorama/ Scene Selection/ Intelligent Auto/ Superior Auto |
| Scene Selection | High Sensitivity/ Night Scene/ Handheld Twilight/ Night Portrait/ Landscape/ Portrait /Soft Skin/ Anti Motion Blur/ Beach/ Snow/ Fireworks/ Advanced Sports Shooting/ Gourmet/ Pet Mode |
| Panorama | Intelligent Sweep Panorama (supports 360 format) |
| Creativity Style | Standard/ Vivid/ Portrait/ Landscape/ Sunset/ Black & White/ Sepia |
| Picture Effect for still | Toy camera/ Pop Color/ Posterization/ Retro Photo/ Soft High-key/ Partial Color/ High Contrast Mono./ Soft Focus/ HDR Painting/ Richtone Monochrome/ Miniature/ Watercolor/ Illustration |
| Picture Effect for Movie | Toy camera/ Pop Color/ Posterization/ Retro Photo/ Soft High-key/ Partial Color/ High Contrast Mono. |

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| Still Image: Number of Recorded Pixels (Image Size) | 3:2mode: 18M(5,184×3,456) / 8.9M(3,648×2,432) / 4.5M(2,592×1,728) / 4:3mode: 20M(5,184×3,888) / 10M(3,648×2,736) / 5M(2,592×1,944) / VGA / 16:9mode: 15M(5,184×2,920) / 7.5M(3,648×2,056) / 2.1M(1,920×1,080) / 1:1mode: 15M(3,888×3,888) / 7.5M(2,736×2,736) / 3.7M(1,920×1,920) / Sweep Panorama: Wide(7,152×1,080/4,912×1,920) / Standard(4,912×1,080/3,424×1,920) / Sweep Panorama:360 (11,520×1,080) |
| Face Detection | Off / ON Maximum number of detectable faces : 8 faces |
| Red Eye Reduction | On / Off |
| Flash Mode | Flash Off / Autoflash / Fill-flash / Slow Sync. / Advanced Flash /Rear Sync. / Wireless(with optional compliant flash) |
| Flash Range | ISO Auto: Approx. 0.5m to 8.5m (W) / Approx. 2.4m to 3.5m (T), ISO3200: up to Approx. 12.0m (W) / Approx. 5.1m (T) |
| Continuous Shooting Speed (Maximum) | Approx. 10 fps (for up to 10 shots) |
| Monitor & Viewfinder | |
| LCD | 7.5cm(3.0type)(4:3) / 921,600 dots / Xtra Fine /TFT LCD/ Brightness control: Manual(5 steps) Angle Adjustment: Up by approx. 90degrees, down by approx. 60degrees |
| Viewfinder | Electrical (0.5cm (0.2 type), 201.600dots equivalent) Field coverage: 100% Diopter: Yes |
| Recording | |
| Recording Media * w/ Adaptor (not supplied) | Memory Stick Duo Memory Stick PRO Duo Memory Stick PRO Duo (High Speed) Memory Stick PRO HG Duo Memory Stick Micro * Memory Stick Micro (Mark2) * Memory Stick XC-HG Duo SD Memory Card SDHC Memory Card SDXC Memory Card microSD Memory Card * microSDHC Memory Card * microSDXC Memory Card * |
| Recording File Format | JPEG(DCF Ver.2.0,Exif Ver.2.3,MRF Baseline compatible) Movie: AVCHD format Ver.2.0 compatible/ MP4 |
| Movie Recording Mode | AVCHD: 28M PS(1,920x1,080/50p) / 24M FX(1,920x1,080/50i) / 17M FH(1,920x1,080/50i) / 24M FX(1,920x1,080/25p) / 17M |

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| | FH(1,920x1,080/25p), MP4: 12M(1,440x1,080/25fps) / 3M VGA(640x480/25fps) |
| Microphone / Speaker | Built-in Stereo Microphone/ Mono Speaker Volume Setting: 16 steps Wind noise reduction: Off/On |
| Zoom Magnification of Playback Mode | Depends on Image Size |
| Interface | Multi/Micro USB Terminal / Hi-Speed USB (USB2.0)/ Micro HDMI/ Multi Interface Shoe |
| Video Out | HD(HDMI) |
| USB | Auto (MultiConfiguration)/ Mass Storage/ MTP |
| Battery | NP-BX1 |
| Dimension (W x H x D) | 129.6mm x 93.2mm x 103.2mm |
| Weight | Approx. 660g (Battery and Memory Stick DUO are included) / Approx. 633g (Body Only) |
| Image Index | 9 / 25 images |
| Playback | Cue, Review (Movie)/ Slow Playback (Movie)/ Panorama Scroll Playback |
| Slide Show Settings | Image: All Interval: 1 / 3 / 5 / 10 / 30 sec. Repeat: On / Off |
| Print | Print Order Mark (DPOF): Select / Folder / Date |
| Others | Smile Shutter Grid Line Digital Level Gauge (pitch) WB Bracket MF Assist Lock-on AF 4K Still Image Output |

Features and specifications are subject to change without notice.