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Press Release

Sony Unveils New 4K Handycam® in a Small Body Size for Easy One-handed Operation
FDR-AX100E camcorder features a large 1.0-type Exmor R™ CMOS sensor in a small package



FDR-AX100E

- **Shoot 4K¹ video with a small camcorder body that allows easy one-handed operation**
- **Back illuminated 1.0-type Exmor R™ CMOS sensor delivers stunning 4K image quality, even in low light**
- **New BIONZ X™ image processing engine**
- **ZEISS Vario-Sonnar T* 29mm wide-angle lens with 12x optical zoom and Optical SteadyShot™**
- **Pro-style control with manual ring, dial and built-in ND filters**
- **NFC for one-touch connection and Wi-Fi for image transfer and remote control from your smartphone**

Hong Kong, May 5, 2014 – Sony today announced the newest 4K Handycam® FDR-AX100E, which is ideal for videographers who want to capture and enjoy their special memories on their 4K BRAVIA TV in the highest possible resolution. Approximately 75% smaller and 66% lighter² than the FDR-AX1E for comfortable one-handed shooting.

The compact FDR-AX100E is the first 4K Handycam® that features a large back-illuminated 1.0-type Exmor R™ CMOS sensor. Far larger than the sensor in normal consumer camcorders, this captures flawless 4K Ultra HD images with four times the detail of Full HD while also allowing beautiful ‘bokeh’ background blur effects.

The 4K sensor is paired with Sony’s ultra-powerful BIONZ X™ processor that employs area-specific noise reduction and detail reproduction technology for incredibly vivid, lifelike footage

¹ 4K refers to 3,840x2,160 resolution throughout this press release.

² Size is approximately 1/4 of FDR-AX1E, weight is approximately 1/3 of FDR-AX1E.

that's closer than ever to reality. Together with advanced Cinematone Gamma/Colour function, the camcorder's progressive 25p recording capability gives a sumptuously warm, rich look to your footage.

The Handycam® FDR-AX100E uses a newly-developed ZEISS Vario-Sonnar T* lens with 12x optical zoom that's been fine-tuned for 4K shooting. Definition is finespun right into the corner of the frame, thanks to the 11 group/17 element lens that incorporates AA (advanced aspherical) and ED lens elements.

In another 4K Handycam® first, Dual Video Recording lets you simultaneously record high quality movie clips and ready-to-share MP4 files. Capture movies in XAVC S³ (at up to 4K/60Mbps or HD/50Mbps) or AVCHD format to view, edit and enjoy with the highest resolution. At the same time, a more compact lower-resolution copy of your footage is recorded in MP4 format. After shooting, just touch your NFC-enabled smartphone or tablet to wirelessly transfer web-friendly MP4 clips from the FDR-AX100E for quick online sharing. Playback of video and still photos on your 4K TV is as simple as connecting the supplied HDMI cable.



HDR-CX900E

Full HD Handycam® HDR-CX900E

Sony is also adding the HDR-CX900E to its line-up of Full HD Handycam®. The HDR-CX900E is the first Full HD Handycam® equipped with a large 1.0-type Exmor R™ CMOS image sensor that resolves immense amounts of fine picture detail. You'll enjoy exceptional image quality in every frame with extremely low noise – even if you're shooting at dusk.

The HDR-CX900E can also record Full HD video at a very high 50Mbps bit rate in the XAVC S video format. Just like a professional camera, this lets ambitious movie-makers reveal the full emotion and detail in every scene, even with fast camera pans where ordinary camcorders struggle. As an extra refinement, high frame rate recording at 120fps captures each nuance of fast-moving action like a sprinter or dancer. Enjoy beautifully smooth slow-motion replays of your edited footage at one-fifth of normal speed.

Friendly, pro-style creative features

The FDR-AX100E and HDR-CX900E feature a large sensor that allows creation of exquisite background blur in conjunction with their ZEISS Vario-Sonnar T* lens with a 7-bladed aperture.

³ XAVC S recording requires SDXC Class 10/ 64GB.

A choice of selectable Clear, 1/4 filter, 1/16 filter or 1/64 ND (Neutral Density) filter adjusts light levels entering the lens. This gives video-makers the freedom to precisely control shutter speed and aperture for greater creative possibilities. In conjunction with the camcorder's large image sensor, it allows creation of beautifully smooth 'bokeh' background blur effects without increasing shutter speed – even if you're shooting outdoors in sunny conditions. For even more polished results, Optical SteadyShot™ keeps footage smooth and stable when you're shooting handheld.

Both models offer plenty more pro-friendly features to keep serious enthusiasts happy. There's a bright, high-contrast OLED electronic viewfinder for framing shots with a wide angle of view. Available on both models, a comfortably-placed lens ring and dial can be allocated to providing fingertip control of focus or zoom and exposure. Video enthusiasts will also appreciate the side-mounted control dial that can be assigned functions like gain or brightness. It's easy to make fingertip adjustments, even when you're looking through the electronic viewfinder with the camcorder's LCD screen closed.

Connect wirelessly with your phone, tablet or TV

Built-in Wi-Fi and NFC lets you wirelessly transfer movie clips and photos from Handycam® FDR-AX100E and HDR-CX900E to your smartphone or tablet at a single touch. To get started, just download the free [PlayMemories Mobile™](#) app for your iOS or Android device. Wi-Fi also allows wireless playback of content stored on Handycam® on your connected TV (DLNA renderer compatible TV and access point are required: not compatible with XAVC S format). Touching either Handycam® with your NFC-enabled mobile device also activates Smart Remote Control. Start and stop recording with your mobile – it's ideal for group scenes or solo performances when you don't want to run from the camcorder and back into the scene once recording's started.

Sony 4K Handycam® FDR-AX100E and the Full HD Handycam® HDR-CX900E are now available at HK\$17,980 and HK\$12,980 respectively.

***Official Camcorder 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 Sony 4K camcorder FDR-AX100E and Full HD camcorder HDR-CX900E:

Model		HDR-CX900E	FDR-AX100E
Image Sensor		1 type(13.2mm x 8.8mm) back-illuminated Exmor R CMOS Sensor	1.0-type (13.2mm x 8.8mm) back-illuminated Exmor R CMOS sensor
Processor		BIONZ X™ image processor	
Still Image Effective resolution		20.0M pixels (Max)	20.0M pixels (Max)
Gross pixels		Approx.20.9M pixels	Approx.20.9M pixels
Effective Picture Resolution		Approx.14.2M pixels(16:9) (Movie)* Approx.14.2M pixels(16:9)/ Approx.10.6M pixels(4:3)(Still) (*When "STEADYSHOT" is set to "STANDARD" or "OFF".)	Approx.14.2M pixels(16:9) (Movie)* Approx.14.2M pixels(16:9)/ Approx.10.6M pixels(4:3)(Still) (*When "STEADYSHOT" is set to "STANDARD" or "OFF".)
Minimum Illumination		Standard:3 lux (1/60 Shutter Speed) Low Lux:1.7 lux (1/30 Shutter Speed) Night Shot: 0 lux (1/60 Shutter Speed)	4K:Standard:6 lux(1/60 Shutter Speed) HD:Standard:3 lux(1/60 Shutter Speed) 4K:Low Lux 3 lux(1/30 Shutter Speed) HD:Low Lux 1.7lux(1/30 Shutter Speed) NightShot:0 lux(1/60 Shutter Speed)
Lens	Type	ZEISS Vario-Sonnar T*	
	Focal Length (Movie Mode) (35mm equivalent)	f=29.0-348.0mm(16:9) Steady Shot Mode:Active(16:9): f=30.3-727.2mm	f=29.0-348.0mm(16:9) Steady Shot Mode:Active(16:9): 4K: f=30.3-545.4mm HD: f=30.3-727.2mm
	Focal Length (Photo Mode) (35mm equivalent)	f=29.0-348.0mm(16:9), f=35.5-426.0mm(4:3)	f=29.0-348.0mm(16:9), f=35.5-426.0mm(4:3)
Aperture		F2.8-F4.5	F2.8-F4.5
Zom		Optical Zoom 12x Digital Zoom 160x Clear Image Zoom 24x	Optical Zoom 12x Digital Zoom 160x Clear Image Zoom 4K : 18x HD : 24x
SteadyShot™		Optical SteadyShot™ image stabilization Active mode (Wide to Tele)	
Wi-Fi		Send to Smartphone/ Control with Smartphone	
NFC		One-touch remote/One-touch sharing	
Recording Media		SDXC Memory Card (Class 10) for XAVC S*; Memory Stick PRO Duo (Mark 2), Memory Stick PRO-HG Duo, Memory Stick XC-HG Duo, SD/SDHC/SDXC Memory Card (Class 4 or Higher) for AVCHD and still image *XAVC S recording requires SDXC Class 10/ 64GB	
Video Format		AVCHD™ format ver.2.0 compatible: MPEG4-AVC/H.264 MP4: MPEG-4 AVC/H.264 XAVC S : MPEG-4 AVC/H.264	XAVC S format MPEG4-AVC/H.264 AVCHD format ver.2.0 compatible:MPEG4-AVC/H.264

		MP4: MPEG-4 AVC/H.264
Video Mode (Resolution)	XAVC S HD :1920x1080/50p, 25p, 24p AVCHD:1920x1080/50p(PS), 24p(FX,FH),50i(FX,FH), 1440x1080/50i(HQ,LP) MP4: 1280x720 25p	XAVC S 4K : 3840x2160/25p, 24p XAVC S HD : 1920x1080/50p, 25p, 24p AVCHD:1920x1080/50p(PS),24p(FX,FH),50i(FX,FH), 1440x1080/50i(HQ,LP) MP4: 1280x720 25p
Still Image size	Photo Mode	L:20.0 megapixels 16:9 (5968x3352),15.0 megapixels 4:3 (4464x3352) M: 14.2 megapixels 16:9 (5024x2824),10.6 megapixels 4:3 (3760x2824) S:2.1 megapixels 16:9 (1920x1080),0.3 megapixels 4:3 (640x480)
	Photo Capture from Movie	2.1 megapixels 16:9 (1920x1080)
Viewfinder	1.0cm(0.39type) OLED/ Color 1,440,000dots equivalent Field of View: 100%	1.0cm(0.39type) OLED/ Color 1,440,000dots equivalent Field of View: 100%
LCD Monitor	8.8cm(3.5 type) Xtra Fine LCD™ display(921K) Wide(16:9)	8.8cm(3.5 type) Xtra Fine LCD™ display(921K) Wide(16:9)
Microphone /Speaker	Built-in Zoom Microphone / Monoral Speaker	
Auto Wind Noise Reduction	Yes(Off/ON)	
My Voice Canceling	Yes	
Intelligent Auto	Portrait/Baby/Walk/Tripod/Backlight/Landscape/Spotlight/Twilight/Macro/Low light/ Auto wind noise reduction	
Direct Copy	Yes	
AF Mode	Auto/Manual(Touch Panel/Dial)	
Scene Selection	Auto/Night Scene/Sunrise & Sunset/ Fireworks/Landscape/Portrait/Spotlight/Beach/Snow	
Built-in USB Cable	Yes(USB Charge Available)	
Dimensions (WxHxD) (including supplied battery)	Approx.81mm x 83.5mm x 196.5mm (Approx.90mm x 83.5mm x 223.5mm (including Lens Hood))	Approx.81mm x 83.5mm x 196.5mm (Approx.90mm x 83.5mm x 223.5mm (including Lens Hood))
Weight(Main unit only)	Approx.790g	
Battery Type	InfoLITHIUM® with AccuPower™ Meter System (V Series)	
Interface	Memory Card Slot: Memory Stick PRO Duo and SD/SDHC/SDXC compatible SD Output: Composite Video Out(AV CABLE(sold separately)) USB port: TypeA(built-in)/ USB2.0 Hi-speed (mass-storage/MTP) Multi/Micro USB Terminal: Yes BRAVIA Sync PhotoTV HD Headphone Jack - Stereo Minijack Microphone Input - Stereo Minijack Remote Terminal: integrated into Multi/	Memory Card Slot: Memory Stick PRO Duo and SD/SDHC/SDXC compatible SD Output: Composite Video Out(AV CABLE(sold separately)) HD Output: HDMI Out(micro)(supplied) 4K Output: HDMI Out(micro)(supplied) USB Port(s): TypeA(built-in)/ USB2.0 Hi-speed (mass-storage/MTP) Multi/Micro USB Terminal: Yes BRAVIA Sync PhotoTV HD Headphone Jack - Stereo Minijack Microphone Input - Stereo Minijack

	<p>Micro USB Terminal HDMI Terminal: HDMI micro Accessory Shoe: Multi Interface Shoe</p>	<p>Remote Terminal: integrated into Multi/ Micro USB Terminal HDMI Terminal: HDMI micro Accessory Shoe: Multi Interface Shoe</p>
Supplied Accessories	<p>Rechargeable Battery Pack(NP-FV50)(1) AC Adaptor(1) Power Cord(1) "Operating Guide"(1) HDMI(micro) Cable(1) USB Connection Support Cable(1) Lens Hood(1) Lens Cap(1) Remote Commander(RMT-835 with Battery(CR2025))(1)</p>	<p>Rechargeable Battery Pack(NP-FV70)(1) AC Adaptor(1) Power Cord(1) "Operating Guide"(1) HDMI(micro) Cable(1) USB Connection Support Cable(1) Remote Commander (RMT-835 with Battery(CR2025))(1) Lens Hood(1) Lens Cap(1)</p>