

Press Release

Cyber-shot RX100 III from Sony with Wider, Brighter Lens and Built-in Viewfinder Packs Even More Shooting Power into a Compact Body



Cyber-shot RX100 III

- **Bright, wide angle ZEISS® Vario-Sonnar T* 24-70mm F1.8-2.8 lens**
- **20.1 effective megapixel back-illuminated 1.0-type Exmor R™ CMOS sensor and powerful BIONZ X processor**
- **Clear, retractable OLED Tru-Finder with ZEISS® T* coating**
- **180 degrees 3.0-type Xtra Fine LCD flips for easy selfies**
- **50 Mbps high bit-rate Full HD movies with XAVC S¹ support**
- **Built-in WiFi/ NFC and supports for PlayMemories Camera Apps™**
- **Evolved manual controls and new Custom button**
- **4K still image output**

Hong Kong, May 20, 2014 – Sony today announced an exciting new addition to the popular Cyber-shot RX100 family, the Cyber-shot RX100 III, which is loved by photographers who value serious imaging and extreme portability.

Crafted in tough, travel-friendly aluminium for lightness and looks, the Cyber-shot RX100 III builds on the acclaimed reputation of its predecessors. An updated lens and speedy image processor are complemented by a retractable OLED Tru-Finder with ZEISS® T* coating, enhanced movie features and a 180-degree tilting LCD – all in a stylish fixed-lens camera that's truly pocket-sized.

Brighter and wider than before, the ZEISS® Vario-Sonnar T* 24-70mm F1.8-2.8 lens captures everything from expansive landscapes to soulful portraits. Thanks to a large F2.8 maximum aperture at its telephoto end, subjects stand out crisply against smooth background bokeh. The lens's impressive light-gathering power also allows faster shutter speeds to freeze fast-moving subjects in time on an image. A built-in 3-stop (1/8) Neutral Density filter gives even more creative flexibility with sun-drenched exteriors or intentionally-blurred shots of moving water.

¹ XAVC S recording requires SDXC Class.10/ 64GB

Another eagerly awaited addition to the Cyber-shot RX100 III is its high-contrast retractable OLED Tru-Finder that offers bright, detailed viewing with the camera held to your eye. The viewfinder's optical surfaces include a ZEISS® T* coating that dramatically reduces reflections and delivers exceptional corner-to-corner clarity. There's also a handy eye sensor that automatically switches between viewfinder and monitor display.



From detail-packed stills to vibrant Full HD movies – everything's beautifully clear thanks to the new camera's 20.1 effective megapixel 1.0-type back-illuminated Exmor R™ CMOS image sensor. Far larger than the sensor in regular compact cameras, it's the key to breath-taking stills and video with beautiful background defocus effects.

Offering excellent low-light sensitivity and low noise, the sensor is complemented by Sony's latest-generation BIONZ X processing engine. Three times faster than its predecessor, it powers detail reproduction technology for natural reproduction of fine textures, diffraction reducing technology for enhanced quality at small apertures and area-specific noise reduction that maintains clarity in dimly-lit regions of indoor and night-time shots.

The speedy BIONZ X processor also powers exciting new video features. In a Cyber-shot first, the RX100 III now supports the efficient XAVC S format. Based on the professional XAVC standard, it records stunning Full HD video footage at up to 50 Mbps with minimal artefacts and noise – even with busy, movement-packed scenes. Want to capture every nuance of that golf swing, tennis serve or balletic leap? HD footage can be recorded at 100 fps² in XAVC S mode for silky smooth slow motion replays via an application like Sony's PlayMemories Home application.

Handheld video footage is even more of a pleasure to watch with SteadyShot Intelligent Active Mode that minimises the effects of camera shake. Frame analysis technology and 5-axis stabilisation are combined for the first time in the RX100 series, ensuring steadier movies even when you're walking along.

² 100 fps for PAL models and 120fps for NTSC models. Intelligent Active Mode and Active Mode cannot be used when recording at 100 fps.

A newly-added 4K still image output allows photo viewing on 4K TVs. High-resolution images can be transferred via HDMI or Wi-Fi, with support for TRILUMINOS Colour® assuring opulent tones and textures on compatible BRAVIA TV models.

Despite its diminutive size, the camera inherits several movie functions from Sony's professional camcorders. There's a Clean HDMI output, allowing Full HD footage to be stored on an external recorder. 'Zebra' patterning on the LCD and in the viewfinder helps identify brightest areas in a scene, and dual video recording³ simultaneously stores small MP4 format files alongside top-quality AVCHD /XAVC S files.



Selfie fans will welcome the articulated 3.0-type Xtra Fine LCD that now flips up 180 degrees for effortless arms-length portraits and is also very useful for shooting from either high or low position.

Making its debut in the RX100 family, PlayMemories Camera Apps™ boost your photo experience with a growing range of free and paid-for apps. It's easy to enhance your photography with a choice of creative effects and filters, utilities and more. On top of that, the integrated NFC/ Wi-Fi connectivity ensures an easy user experience.

Enthusiasts will value the updated manual control possibilities to help craft the perfect image. Functions can be assigned to the new Custom button or control wheel to suit individual shooting styles. The control ring and function button are also customisable for fumble-free access to frequently-used settings.

The Cyber-shot RX100 III compact digital camera from Sony will be launched from mid-June 2014 at HK\$6,290.

³ Dual Video Recording is not available when the Intelligent Active Mode is ON, or when XAVC S 120p/60p/50p or AVCHD 60p/50p is selected.

Pre-ordering

The Cyber-shot RX100 III is available for pre-ordering from May 28 to June 8, 2014 at the Sony Store, Sony Store online (www.sony.com.hk/store), Sony sales hotline at (852) 2345-2966 and authorized dealers. Customers placing orders will receive a camera case LCJ-RXF (black colour) and a 16GB SD card SF-16UY for free.

Sony Premium Services

Customers who purchase brand new Cyber-shot RX100 III 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 system/firmware updates*, image retrieval service, delivery service, etc; and (iii) 20% discount to enjoy Sony Studio services. Premium Services Scheme (Cyber-shot): (i) 1-year local warranty extension: HK\$190, (ii) 2-year local warranty extension: HK\$340. For details of Premium Services, please visit <http://www.sony.com.hk/premiumservices/>.

**Only applicable for suitable products*

For customer enquiries, please contact Sony hotline service at (852) 2345-2966.

About Hong Kong Marketing Company

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Specifications of Cyber-shot RX100 III:

Model	
RX100 III (DSC-RX100M3)	
Image Sensor	
Image Sensor	1.0 type (13.2 x 8.8mm) "Exmor R" CMOS sensor, aspect ratio 3 : 2
Number of Pixels	[Effective] Approx. 20.1 megapixels [Gross] Approx. 20.9 megapixels
Lens	
Lens Type	ZEISS Vario-Sonnar T* Lens, 10 elements in 9 groups (9 aspheric elements including AA lens)
Focal Length	f=8.8-25.7mm
Focal Length (35mm equivalent)	[Still Image 3 : 2] f=24-70mm [Still Image 16 : 9] f=26-76mm [Still Image 4 : 3] f=25-73mm [Still Image 1 : 1] f=30.5-89mm [Movie 16 : 9] f=25.5-74mm(SteadyShot Standard), f=30-86mm(SteadyShot Active), f=33.5-95mm(SteadyShot Intelligent Active) [Movie 4 : 3] f=31-90mm (SteadyShot Standard), f=37-105mm (SteadyShot Active), 41-117mm (SteadyShot InteligentActive)
F-number	F1.8(W)-2.8(T)
Focal Range (From the front of the lens)	iAuto: AF (W: Approx. 5cm to Infinity, T: Approx. 30cm to Infinity) / Program Auto: AF (W: Approx. 5cm to Infinity, T: Approx.30cm to Infinity)
ND Filter	Auto / On / Off
Camera	
Imaging Processor	"BIONZ X"
Total Zoom Magnification	Optical Zoom: 2.9x Clear Image Zoom: Still Image: 20M Approx. 5.8x / 10M Approx. 8.2x / 5M Approx. 11x / VGA Approx. 44x Digital Zoom: Still Image :20M Approx.11x / 10M Approx.16x / 5M Approx.23x / VGA Approx.44x
Main Function	
Wi -Fi	Yes
NFC	NFC: NFC forum Type 3 Tag compatible, One-touch remote, One-touch sharing
PlayMemories Camera Apps	Yes
Optical Zoom during Movie Recording	Optical Zoom: 2.9x Clear Image Zoom: Approx. 5.8x Digital Zoom: Approx.11x
Focus Mode	Single - shot AF (AF - S) / Continuous AF (AF - C) / Direct Manual Focus (DMF) / Manual Focus

Focus Area	Wide/ Center/ Flexible Spot (S/M/L)/ Lock on AF(Wide/Center/ Flexible Spot(S/M/L))
Light Metering Mode	Multi Pattern/ Center Weighted/ Spot
Aperture	iAuto(F1.8/F11(W)) / Program Auto(F1.8/F11(W)) /Manual(F1.8/F11(W)) / Shutter Priority(F1.8/F11(W)) / Aperture Priority(F1.8/F11(W))
Shutter Speed	iAuto(4" - 1/2000) / Program Auto(1" - 1/2000) / Manual(Bulb, 30" - 1/2000) / Aperture Priority(8" - 1/2000) / Shutter Priority(30" - 1/2000)
ISO Sensitivity(REI)	Still image: Auto(ISO125-12800, selectable with upper / lower limit),125/160/200/250/320/400/500/640/800/1000/1250/1600/2000/2500/ 3200/4000/5000/6400/8000/10000/12800 (Extendable to ISO80/100),Multi-Frame NR: Auto(ISO125-12800), 200/400/800/1600/3200/6400/12800/25600 Movie: Auto:(ISO125Level-ISO12800Level, selectable with upper / lower limit), 125/160/200/250/320/400/500/640/800/1000/1250/1600/2000/2500/3200/ 4000/ 5000/6400/8000/10000/12800
Exposure Compensation	Plus / Minus 3.0EV, 1 / 3EV step
SteadyShot	[Still image] Optical [Movie] Intelligent Active Mode, Optical type with electronic compensation, Anti Rolling type
White Balance	Auto / Daylight / Shade / Cloudy / Incandescent / Fluor (Warm White) / Fluor (Cool White) / Fluor (Day White) / Fluor (Daylight) / Flash / C.Temp., Filter / Custom WB micro adjustment: G7-M7,A7-B7
Shooting Mode (Still Image)	Superior Auto/ Intelligent Auto/ Program Auto/ Aperture Priority/ Shutter Speed Priority/ Manual Exposure/ MR(Memory Recall) 1,2,3, Movie Mode(Program Auto/ Aperture Priority/ Shutter Speed Priority/ Manual Exposure)/ Panorama/ Scene Selection
Scene Selection	Portrait/ Sports Action/ Macro/ Landscape/ Sunset/Night Scene/ Hand-held Twilight/ Night Portrait/ Anti Motion Blur/ Pet/ Gourmet/ Fireworks/ High Sensitivity
Panorama	Sweep Panorama
Photo Creativity	Yes
Picture Effect	Toy Camera/ Pop Color/ Posterization/ Retro Photo/ Soft High-key/ Partial Color/ High Contrast Monochrome/ Soft Focus/ HDR Painting/ Rich-tone Monochrome/ Miniature/ Watercolor/ Illustration
Picture Effect for Movie	Toy camera/ Pop Color/ Posterization/ Retro Photo/ Soft High-key/ Partial Color/ High Contrast Mono
Creative Style	Standard/ Vivid/ Neutral/ Clear/ Deep/ Light/ Portrait/ Landscape/ Sunset/ Night Scene/ Autumn Leaves/ Black & White/ Sepia/ Style Box

Still Image: Number of Recorded Pixels(Image Size)	3:2mode: 20M(5,472×3,648) / 10M(3,888×2,592) / 5M(2,736×1,824), 4:3mode: 18M(4,864×3,648) / 10M(3,648×2,736) / 5M(2,592×1,944) / VGA, 16:9mode: 17M(5,472×3,080) / 7.5M(3,648×2,056) / 4.2M(2,720×1,528), 1:1mode: 13M(3,648×3,648) / 6.5M(2,544×2,544) / 3.7M(1,920×1,920) , Sweep Panorama: Wide(12,416×1,856/5,536×2,160),Standard(8,192×1,856/3,872×2,160)
Dynamic Range Function	Off, Dynamic Range Optimizer (Auto / Level 1-5), Auto High Dynamic Range: Off, Auto exposure difference, Exposure difference level (1.0 - 6.0EV, 1.0 - EV step)
Flash Mode	Auto / Fill - flash / Slow Sync / Rear Sync / Off
Flash Range	ISO Auto: Approx.0.4m to 10.2m (W) / Approx. 0.4m to 6.5m (T), ISO12800: up to Approx. 20.4m (W) / Approx. 13.0m (T)
Continuous Shooting Speed (Maximum)	Speed Priority Continuous Shooting: approx. 10 fps, Continuous Shooting: approx. 2.9 fps (AF-S)
Monitor & Viewfinder	
Viewfinder	0.39-type electronic viewfinder(OLED), 1,440,000dots Brightness control: Auto, Manual(5steps) Field coverage: 100% Magnification: Approx. 0.59x with 50mm lens at infinity, -1m ⁻¹ (diopter) (35mm equiv.) Eye-point: Approx.20mm from the eyepiece, 19.2mm from the eyepiece frame at -1m-1(diopter) (CIPA standard) Diopter: -4.0 to +3.0m ⁻¹
LCD	7.5cm(3.0type)(4:3) / 1,228,800 dots / Xtra Fine / TFT LCD / Angle Adjustment: Up by approx. 180degrees, down by approx. 45degrees Brightness Control: Auto / Manual (5 steps) / Sunny Weather mode
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(UHS-I), SDXC Memory Card(UHS-I), microSD Memory Card*, microSDHC Memory Card*, microSDXC Memory Card*
Recording File Format	JPEG(DCF Ver.2.0,Exif Ver.2.3,MPF Baseline compliant), RAW (Sony ARW 2.3 format) Movie: XAVC S/ AVCHD format Ver.2.0 compatible/ MP4 *XAVC S recording requires "SDXC Class 10/ 64GB
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 FH(1,920x1,080/25p), XAVC S: 50p 50M(1,920x1,080/50p)/25p 50M(1,920x1,080/25p)/100p 50M(1,280x720/100p)/

	MP4: 12M(1,440x1,080/25fps) / 3M VGA(640x480/25fps)
Interface	Input and Output Terminal : Multi/Micro USB Terminal, Hi-Speed USB (USB2.0), Micro HDMI
Battery	NP - BX1 (supplied)
Dimensions (W x H x D)	101.6 x 58.1 x 41.0 mm
Weight	Approx. 290g (Battery and Memory Stick Duo are included) / Approx. 263g (Body Only)
Print	Print Order Mark (DPOF): Single / Select / Folder
Others	Eye AF Face Detection Face Registration Smile shutter Quick Navi Digital Level Gauge (pitch and roll) WB Bracketing DRO Bracketing MF Assist Peaking Zebra Micref Level Step Zoom Self-portrait timer

Features and specifications are subject to change without notice.