

SONY

Press Release

Sony Launches *α5100* – World's Smallest Interchangeable-Lens Digital Camera¹ with Super-fast Autofocus and Pro Quality Images



α5100

- **Fast Hybrid AF with widely-covered 179 focal plane phase-detection AF points for reliable tracking autofocus plus touch focusing and touch shutter release**
- **Large, high-sensitivity 24.3 megapixel APS-C size Exmor™ CMOS sensor and powerful BIONZ X™ processor for superb image quality**
- **Shoot cinematic Full HD movies with Fast Hybrid AF tracking**
- **Perfect selfie with 180° tiltable touch enabled LCD Monitor and Soft Skin Effect**
- **Expand your shooting fun with a host of downloadable [PlayMemories Camera Apps™](#) to expand your creative possibilities**
- **One-touch image and movie sharing with Wi-Fi/ NFC**

Hong Kong, August 19, 2014 – Sony today announced the world's smallest APS-C interchangeable-lens digital camera with built-in Wi-Fi and NFC, the *α5100*. Crisp, blur-free action shots and soulful portraits. Smooth, cinematic Full HD movies. Better-looking selfies. They're yours for the taking with Sony's pocket-sized *α5100* – the intelligent little camera with an awful lot of picture power.

Fitting snugly in your hand, the *α5100* is the world's smallest interchangeable-lens digital camera that boasts a big APS-C sensor plus a built-in flash and Wi-Fi. Despite its svelte dimensions, it's every inch the serious choice for anyone who's moving up from their smartphone's camera or point-and-shoot compact snapper.

Nothing gets past the blazing Fast Hybrid AF system of the *α5100*, the same that can be found in the [α6000](#), with 179 phase detection points that freeze rapid action, frame after crisply-focused frame. Even fast-paced targets – like blistering penalty shots or lively pets – are tracked

¹ Among interchangeable-lens digital cameras equipped with an APS-C equivalent image sensor, built-in flash and Wi-Fi as of August 2014, based on Sony research.

faithfully for blur-free results. Grabbing the moment is easier still with Touch Focus and Touch Shutter. Just touch your subject anywhere on the crisp, bright LCD screen to adjust the focus and fire the shutter for pin-sharp shots at your fingertips.

Sony's latest-generation Exmor™ CMOS sensor with 24.3 effective megapixels guarantees flawless detail and textures. As big as the APS-C sensor in larger DSLR cameras, it's teamed with the same powerful BIONZ X™ image processor featured in the acclaimed α7 Series. You'll see the difference with fabulous refinement and low-light sensitivity², whether you're shooting stills or movies.

Video recording is stunning, capitalising on the sensitivity and detail of the α5100 for smooth, cinematic results. Support for the increasingly popular pro-focused XAVC S³ format at 50 Mbps ensures spectacular Full HD footage with fabulous sound to match. Just like still shooting, Fast Hybrid AF assures pin-sharp focus that tracks your subject, plus the extra convenience of Touch Focus.

The α5100 might be the world's smallest interchangeable lens camera, but it packs in plenty of thoughtful touches to make everyday shots simple.

Flip the large 3-inch LCD screen 180° and hold the ergonomically-styled camera body comfortably at arm's length. Frame yourself with the conveniently positioned zoom lever: then release the shutter for great selfies. In-camera Soft Skin effect enhances skin tone, producing even better looking selfies.

Sharing photos and MP4 movie clips with phones, tablets and TVs is easy, too. NFC allows one-touch transfer and Wi-Fi Direct allows easy wireless transfer to compatible Android and iOS devices. One-touch linkage also activates Smart Remote Control, letting you frame shots and fire the camera shutter right from your smartphone or tablet's screen.

[PlayMemories Camera Apps™](#) from Sony expand the possibilities of the α5100 further still. Download a growing range of free and paid-for apps that include handy utilities, fun effects and impressive creative tools for serious photographers.

New accessories include the style-matching LCS-EBD body case – available in three colour variations – and the compact, easy-to-carry RM-SPR1 remote that's great for shake-free tripod-mounted selfies.

Order Now

The light, easy-to-use interchangeable-lens digital camera α5100 from Sony is available in three stylish colours (brown, black and white). Pre-ordering starts from August 19 to August 24, 2014

² Up to ISO25,600

³ An SDXC memory card with a Class 10 or higher speed rating is required for XAVC S recording.

at all Sony Stores, Sony Store online (www.sony.com.hk), Sony tele-sales hotline at (852) 2345-2966 and authorized dealers. The α 5100 lens kits and special offers are as follows:

Lens Kits	Prices	Premiums
α 5100 Single Lens Kit (Body with lens SELP1650)	HK\$5,490	- Camera body case LCS-EBD/B (Black) (valued at HK\$320)
α 5100 Double Lens Kit (Body with lenses SELP1650 and SEL55210)	HK\$7,490	- 32GB SD Card SF-32UY (valued at HK\$399)
Special Offers for Pre-ordering		
Roberu x Sony Limited Edition Camera Leather Strap	Special offer: HK\$440 (Original price at HK\$880)	
SEL35F18 E-mount Lens (E 35mm F1.8 OSS)	Limited offer: HK\$2,990 (Original price at HK\$3,590)	
SEL18200LE E-mount Lens (E 18-200mm F3.5-6.3 OSS)	Limited offer: HK\$5,990 (Original price at HK\$6,490)	

Sony Premium Services

The latest α interchangeable lens digital camera α 5100 customers 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, including: 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. From now till October 5, 2014, customers will enjoy 1-year plan for free with an extension of 2-year plan. 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 5100:

Model	α5100
General	
Camera type	Interchangeable-lens digital camera with built-in flash
Lens compatibility	Sony E-mount lenses
Image sensor	
Type	APS-C size (23.5 x 15.6 mm) Exmor™ CMOS sensor
Number of pixels (approx.)	Approx. 24.3 megapixels (effective), Approx. 24.7 megapixels (total)
Image sensor aspect ratio	3:2
Anti-dust system	Charge protection coating on optical filter
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 types: Posterization (Color), Posterization (B/W), Pop Color, Retro Photo, Partial Color (R/G/B/Y), High Contrast Monochrome, Toy Camera(Normal/Cool/Warm/Green/Magenta), Soft High-key, Soft Focus(High/Mid/Low), HDR Painting(High/Mid/Low), Rich-tone Monochrome, Miniature(Auto/Top/Middle(H)/Bottom/Right/Middle(V)/Left), Watercolor, Illustration(High/Mid/ Low)
Creative Style	Standard, Vivid, Portrait, Landscape, Sunset, B/W, Sepia (Contrast -3 to +3 steps, Saturation -3 to +3 steps, Sharpness -3 to +3 steps)
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	XAVC S / AVCHD ver 2.0 compliant / MP4

Video compression	XAVC S: MPEG-4 AVC/H.264, AVCHD: MPEG-4 AVC/H.264 MP4: MPEG-4 AVC/H.264
Audio recording format	XAVC S: LPCM 2ch AVCHD: Dolby Digital (AC-3) 2ch, Dolby Digital Stereo Creator MP4: MPEG-4 AAC-LC 2ch
Picture Effect	7 types: Posterization (Color), Posterization (B/W), Pop Color, Retro Photo, Partial Color (R/G/B/Y), High Contrast Monochrome, Toy Camera(Normal/Cool/Warm/Green/Magenta), Soft High-key
Creative Style	Standard, Vivid, Portrait, Landscape, Sunset, Black & White, Sepia (Contrast (-3 to +3 steps), Saturation (-3 to +3 steps), Sharpness (-3 to +3 steps))
Movie recording system *NTSC/PAL compatibility depends on region	[XAVC S]: 1920 x 1080(60p, 50M), (50p, 50M), (30p, 50M), (25p, 50M), (24p, 50M): Approx.50Mbps(Average bit-rate) [AVCHD]: 1920 x 1080(60p, 28M, PS) : Approx.28Mbps(Maximum bit-rate) 1920 x 1080(50p, 28M, PS): Approx.28Mbps(Maximum bit-rate) 1920 x 1080(60i, 24M, FX): Approx.24Mbps(Maximum bit-rate) 1920 x 1080(50i, 24M, FX): Approx.24Mbps(Maximum bit-rate) 1920 x 1080(60i, 17M, FH): Approx.17Mbps(Average bit-rate) 1920 x 1080(50i, 17M, FH): Approx.17Mbps(Average bit-rate) 1920 x 1080(24p, 24M, FX): Approx.24Mbps(Maximum bit-rate) 1920 x 1080(25p, 24M, FX): Approx.24Mbps(Maximum bit-rate) 1920 x 1080(24p, 17M, FH): Approx.17Mbps(Average bit-rate) 1920 x 1080(25p, 17M, FH): Approx.17Mbps(Average bit-rate) [AVC MP4] 1440 x 1080(30fps): Approx.12Mbps(Average bit-rate) 1440 x 1080(25fps): Approx.12Mbps(Average bit-rate) VGA(640 x 480, 30fps): Approx.3Mbps(Average bit-rate) VGA(640 x 480, 25fps): Approx.3Mbps(Average bit-rate)
Media	
Media	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)
Noise reduction	
Noise reduction	Long exposure NR: Available at shutter speeds longer than 1 sec., High ISO NR: Normal/Low
White balance	
Modes	Auto WB, Daylight, Shade, Cloudy, Incandescent, Fluorescent(Warm White / Cool White / Day White / Daylight), Flash, Underwater, C. Temp 2500 to 9900K, C. Filter (G7 to M7)

	15-step, A7 to B7 15-step), Custom, 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)
Focus point	179 points (phase-detection AF) / 25 points (contrast-detection AF)
Sensitivity range	EV -1 to EV 20 (at ISO 100 equivalent with F2.0 lens attached)
AF modes	AF-A: Automatic AF, AF-S: Single-shot AF, AF-C: Continuous AF, DMF (Direct Manual Focus), Manual Focus
Focus area	Wide (179 points (phase-detection AF), 25 points(contrast-detection AF)) / Zone / Center / Flexible Spot (S/M/L) / Lock-on AF (Wide / Zone / Center / Flexible Spot (S/M/L))
Other features	Lock-on AF/ Focus lock / Eye AF / Predictive control AF micro adjustment: Yes, (Sold separately) with LA-EA2 or LA-EA4
AF illuminator	Built-in LED
AF illuminator range (approx.)	Approx. 0.3- approx. 3.0m (with E PZ 16-50mm F3.5-5.6 OSS lens attached)
Exposure control	
Metering type	1200-zone evaluative metering
Metering sensor	Exmor™ CMOS sensor
Metering sensitivity	EV -1 to EV 20 (at ISO 100 equivalent with F2.0 lens attached)
Metering modes	Multi-segment, Center-weighted, Spot
Exposure modes	iAUTO, Superior Auto, Programmed AE (P), Aperture priority (A), Shutter-speed priority (S), Manual (M), Sweep Panorama, Scene Selection 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	+/- 3.0EV (1/3EV steps) ,Movies: +/- 2.0EV (1/3EV steps)
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	AE is locked when the shutter button is half pressed (Auto/On/Off selectable)
ISO sensitivity (Recommended Exposure Index)	Still images: ISO 100-25600 (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 selectable lower limit and upper limit)
LCD monitor	
Type	7.5 cm (3.0-type) wide, TFT
Touch panel	Yes

Number of dots (total)	921,600 dots
Brightness control	Manual (5 steps between -2 and +2), Sunny Weather mode
Adjustable angle	Up by approx. 180 degrees
WhiteMagic	Yes
Display contents	Graphic Display, Display All Info, No Disp. Info, Histogram
Real-time image-adjustment display	On / OFF
Focus check	MF Assist (5.9x, 11.7x) Peaking (Level: High/Mid/Low/Off, Color: White/Red/Yellow)
Marker Display	Center/Aspect/Safety Zone/Guideframe
Face Detection	
Modes	On, On Face Registration, Off, Face Selection; max. 8 faces detected
Other features	
Other features	Self-portrait Self-timer: Yes (3 sec delay/OFF selectable), Smile Shutter (3 steps), PlayMemories Camera Apps, Touch Shutter, Touch Focus
Clear Image Zoom	
Still Images	Approx. 2x
Movies	Approx. 2x
Digital zoom	
Digital Zoom (still Images)	L:Approx. 4x/ M:Approx. 5.7x/ S:Approx. 8x
Smart Zoom (still Images)	M:Approx. 1.4x/ S:Approx. 2x
Digital Zoom (movies)	Approx. 4x
Shutter	
Type	Electronically controlled, vertical-traverse, focal-plane type
Shutter speed *NTSC/PAL compatibility depends on region	Still Images: 1/4000 to 30 sec., Bulb, Movies: 1/4000 to 1/4 (1/3 step). up to 1/60 in AUTO mode (up to 1/30 in Auto slow shutter mode)
Flash sync. speed	1/160 sec.
Electronic front curtain shutter	Yes
SteadyShot INSIDE (image stabilization)	
Type	Not supported (image stabilization supported by lens)
Flash	
Type	Built-in flash
Guide No.	4 (in meters at ISO 100)
Flash coverage	16 mm (focal-length printed on the lens body)
Control	Pre-flash TTL
Flash compensation	+/- 2 EV (1/3EV steps)
Flash bracketing	1/3, 1/2, 2/3, 1.0, 2.0, 3.0 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)
Recycling time	Approx. 3 sec.
Drive	
Modes	Single-shot, Continuous (Hi/Lo selectable) Self-timer (10/2 sec. delay), Self-timer (Cont.) (10 sec. delay; 3/5 exposures), Bracketing Cont./ Single, White Balance bracket, DRO bracket
Speed (approx., max.)*	Continuous mode Hi: max. 6 fps, Lo: max. 3 fps * May vary depending on shooting conditions and media.
No. of recordable frames (approx.)*	JPEG Fine L: 56 frames JPEG Standard L: 75 frames RAW: 23 frames RAW&JPG: 22 frames
Playback	
Modes	Single (with or without shooting information, Y RGB histogram, and 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), Auto Review (10/5/2 sec., Off), Image orientation (Manual/Off), Slideshow, Panorama scrolling, Folder selection (Date/Still/MP4/AVCHD/XAVC S), Forward/Rewind (movie), Delete, Protect
Interface	
Wi-Fi	View on Smartphone/ Send to Computer/ View on TV
NFC	One-touch remote/ One-touch sharing
PC interface	Multi/Micro USB Terminal, Hi-speed USB (USB2.0): Mass-storage, MTP, PC remote
HD output	HDMI micro connector (Type-D)/ BRAVIA Sync (Control for HDMI)/ PhotoTV HD/ 4K Still Image playback
Compatible OS (USB connection)	Windows 7 SP1, Windows Vista* SP2, Windows 8, Mac OS X (v10.6-v10.8) * Starter Editions is not supported
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
Power	
Battery	Rechargeable Battery Pack NP-FW50
Still images	Approx. 400 images (CIPA standard)

Movies	<p>Actual^{*1*2}: Approx. 75 min(CIPA standard)</p> <p>Continuous^{*1*3} Approx. 110 min(CIPA standard)</p> <p>*1 Continuous movie recording is possible for approximately 29 minutes (limited by product specifications).</p> <p>*2 Indicated recording time is defined by defined by repeating the following cycle: Power on, start recording, zoom, stand-by and power off)</p> <p>*3 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.</p>
Internal battery charge	Yes
External power	AC Adaptor AC-PW20 (optional)
Weight	
With battery and <i>Memory Card</i>	Approx. 283 g
Body only	Approx. 224 g
Dimensions	
W x H x D (excluding protrusions)	Approx. 109.6mm x 62.8mm x 35.7mm

Features and specifications are subject to change without notice.