

SONY

Press Release

Small Wonder: New Action Cam Mini from Sony Gives You a Great New Point of View



Action Cam Mini HDR-AZ1



Live-View Remote RM-LVR2V

- **Smallest ever Action Cam Mini at just 63g is approximately 2/3 size and weight of existing models¹ and goes wherever adventure takes you**
- **New wrist-mounted Live-View Remote with GPS**
- **Fabulous Action Cam Mini picture quality with ZEISS Tessar® lens, Exmor R™ CMOS sensor and Advanced SteadyShot™ image stabilisation**
- **Live internet video streaming via USTREAM™ allows you to share your experiences with friends immediately, and free Action Cam Movie Creator software² enables you to easily create a stunning video**

Action Cam Mini

Hong Kong, September 11, 2014 – Sony's smallest ever Action Cam, [the Action Cam Mini HDR-AZ1](#), brings you sensational picture and sound quality in a tiny full HD video camera that's all ready for your next adventure.

Whether you're off on your travels, embarking on a mountain trek, riding your bike or just walking around, the new Action Cam Mini captures fabulous point-of-view footage wherever you're headed. Weighing only 63g³, the HDR-AZ1 is just 2/3 the size of its Action Cam siblings. In its tiny dimensions, you'll find many of the same leading Sony technologies, such as Advanced SteadyShot™, and it delivers eye-popping Full HD pictures, crisp stereo sound and great features that have made the Sony Action Cam famous. With the ability to capture high bit-rate recording at 50Mbps in XAVC S and a 170° wide angle lens, the power of the HDR-AZ1 belies its small size.

¹ Approx. 63g including battery. 2/3 the size of the HDR-AS100V Action Cam.

² Downloadable from <http://www.sony.net/actioncam/support/>.

³ Approx. weight including battery.

The Action Cam Mini's tough, IPX4 equivalent splash-proof design shrugs off torrential rain or muddy puddles. And if your taste for adventure is even more extreme, the supplied waterproof case protects the camera from accidental bumps and drops, sand, grit and immersion to depths of 5m⁴.



Action Cam Mini HDR-AZ1VR package comes complete with the brand-new RM-LVR2V Live-View Remote⁵. This handy wrist-mounted commander with screen not only lets you view shots, but also fully control and adjust settings, playback and delete footage whilst the camera is mounted on your head or handlebars. If you're looking for a dramatic multi POV video, the remote is also able to control up to five cameras to provide you with the fullest effect. Additionally, it now logs GPS data that's transferrable to the camera while you're on the move and it is through moving this capability to the remote that Sony has been able to achieve the downsizing it was aiming for in the AZ1.



⁴ Up to 5m and 30 minutes continuous underwater performance enables the user to capture water based activities such as surfing and kayaking. The focus operation is not compatible with underwater activities such as snorkelling.

⁵ RM-LVR2V is not sold separately.

When you're back home, the new Action Cam Movie Creator software allows you to make stunning videos easily with its intuitive operations. You can enjoy a wide selection of editing functions such as speed and distance overlays to add extra depth to your videos. It's a great way to re-trace every twist and turn of that bike trek or half-marathon and with the ability to shoot high frame rate recording at 120 fps, you can make beautiful and smooth slow-motion footage.

The camera's back-illuminated Exmor R™ CMOS sensor is teamed with a premium ZEISS lens and Sony's powerful BIONZ X™ processor for fabulously vivid, detailed images – even if you're shooting in fading light at the end of a long day. Advanced SteadyShot™⁶ realises stable and beautiful images whether you're walking or experiencing the rapid vibrations when riding a motorcycle.

The HDR-AZ1 can stream video of your adventures live to the world via a live streaming site such as USTREAM™⁷. To alert friends that the action is about to commence, you can send them a message via social network services, see the number of viewers and record the streaming video to a memory card.



Backpack Mount VCT-BPM1



Clip-on style Head Mount Kit BLT-CHM1

An expanded range of accessories gives more options than ever for using Action Cam Mini while you're out and about. The VCT-BPM1 Backpack Mount attaches the camera securely to the strap of a rucksack. The BLT-CHM1 is a clip-on style Head Mount Kit that fixes the camera firmly to a cap for the perfect point-of-view shooting solution. The SPK-AZ1 Waterproof Case means that you don't have to worry about splashes and the NP-BY1 Rechargeable Battery Pack eliminates the worry of running out of charge. The ACC-TRDCY Accessory Kit combines a battery and USB charger to suit your lifestyle – whether you're a biker, snowboarder or just hungry for thrills.

To watch sample videos taken using the Action Cam Mini, please visit the official site for Action Cam at <http://www.sony.net/actioncam>, where you'll also find useful information such as product updates and product videos.

⁶ To the same levels as the HDR-AS100V.

⁷ Video resolution is 1280x720 or 640x480. Requires registration to a video streaming site and Wi-Fi connectable smartphone (tethering) or Wi-Fi network environment.

The new HDR-AZ1 Action Cam Mini from Sony will be available from mid-October, 2014.

Order Now

Sony’s Action Cam Mini HDR-AZ1 and HDR-AZ1VR are available for pre-ordering from September 12 to September 25, 2014 at all Sony Stores, Sony Store online (www.sony.com.hk/store), Sony tele-sales hotline at (852) 2345-2966 and authorized dealers. Offers are as follows:

Model	Prices	Premiums
HDR-AZ1 (body only)	HK\$2,480	- Micro SD Card SR-16YUA and - ACC-TRDCY HDR-AZ1 Accessory Kit (worth HK\$418)
HDR-AZ1VR Package (with Live-View Remote)	HK\$3,280	
Special Offers for Pre-ordering		
Roll Bar Mount VCT-RBM1	Special offer: HK\$159 (Original price at HK\$199)	
Action monopod VCT-AMP1	Special offer: HK\$289 (Original price at HK\$360)	
Universal Head Mount Kit BLT-UHM1	Special offer: HK\$189 (Original price at HK\$239)	
Semi-hard Carrying Case LCM-AKA	Special offer: HK\$159 (Original price at HK\$199)	

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 Mini HDR-AZ1:

Model	HDR-AZ1
Imaging Sensor	
Sensor Type	1/2.3 type (7.77mm) back-illuminated "Exmor R" CMOS Sensor
Number of Pixels (effective)	Video Approx. 11.9 megapixels Still Image Approx. 11.9 megapixels
Lens	
Lens Type	ZEISS Tessar
Aperture	F2.8
Angle of View	170° (SteadyShot OFF), 120° (SteadyShot ON)
Image Processor	BIONZ X image processor
Image Stabilization	Electronic SteadyShot™ with Active mode
Recording	
Recording Mode	MP4: PS: 1920 x 1080 60p/50p (28Mbps), HQ: 1920 x 1080 30p/25p (16Mbps), STD: 1280 x 720 30p/25p (6Mbps), SSLOW: 1280 x 720 120p/100p (6Mbps), HS120 (HS100): 1280 x 720 120p/100p (28Mbps), VGA: 640 x 480 30p/25p (3Mbps) XAVC S: 1920 x 1080 60p/50p/30p/25p/24p (50Mbps)
Compatible Recording Media	MP4: MicroSD/SDHC/SDXC Memory Card (Class 4 or higher), Memory Stick Micro™ (Mark 2) XAVC S ⁸ : MicroSDXC Memory Card (Class 10)
Interface	
Input and Output Terminals	Multi/Micro USB terminal ⁹
Wi-Fi / NFC	Yes / Yes (One-touch remote)
GPS	– (Embedded in RM-LVR2V)
Power	
Battery Type	NP-BY1 USB Charge / USB Power Supply: Yes
Others	
Dimensions (W x H x D)	Approx. 24.2mm x 36.0mm x 74.0mm
Weight	Main unit only: Approx. 48g, approx. 1.7 oz. With battery and media: Approx. 63g, approx. 2.2 oz.

⁸ Micro SDXC memory card (Class 10) is required for recording in XAVC S format.

⁹ Supports Micro USB compatible device.