

Press Release

Sony Expands Lens-Style Camera Line-Up with New Interchangeable-Lens Concept

Brand new ILCE-QX1 is compatible with E-mount interchangeable lenses,

DSC-QX30 features 30x optical zoom



ILCE-QX1

DSC-QX30

- **ILCE-QX1 with large APS-C size Exmor™ CMOS sensor, BIONZ X™ processor, advanced camera features; works with E-mount interchangeable lenses**
- **DSC-QX30 with 30x optical zoom and Optical SteadyShot technology**
- **Easy smartphone control with new PlayMemories Mobile™ 5.0**
- **Two fresh new colour options for DSC-QX10**

Hong Kong, September 11, 2014 – Sony's latest lens-style cameras, [ILCE-QX1](#) and [DSC-QX30](#), give you the best of both worlds, uniting the spontaneity and easy sharing of your smartphone with the imaging power and creative options of a premium camera. The DSC-QX10 adds two on-trend new colour variations (copper & pink) to coordinate with today's smartphones.

Simply connect the camera to your smartphone via Wi-Fi. The One-touch connection speeds enabled by NFC for all lens-style cameras are faster than any of those previously experienced in the cameras' predecessors, thanks to the improvements to the PlayMemories Mobile™ app.

It's easy to control each lens-style camera with the latest release of Sony's free PlayMemories Mobile™ app version 5.0 for Android and iOS smartphones. A new user interface simplifies the photography experience and makes one-handed operation a lot easier. Framing shots on your phone is more intuitive thanks to on-screen gridlines that are now featured in the app. GPS adds location information to images that's transferred to your smartphone while shooting¹. The camera shutter can now fire from the touchscreen; and with photographs automatically transferred to your phone, you can share those memories instantly.

¹Location info is not tagged in the images stored in the camera's memory card.



ILCE-QX1

The ILCE-QX1 lets serious photographers make use of their precious E-mount / A-mount (requires LA-EA4 adaptor for A-mount lenses) lens collection. Just pick your favourite lens – zoom, wide angle, tele or macro – and unleash your artistry with control over exposure, focus and shooting modes.

The camera's APS-C size Exmor™ CMOS sensor with 20.1-megapixels grabs huge amounts of flawless detail, just like you'd expect from a much bigger camera. It's teamed with Sony's advanced BIONZ X processor that now features improved area-specific noise reduction. You'll relish the difference with stunning low-noise images, even if you're shooting in near-darkness when small sensors struggle.

That big sensor inside the QX1 also lets you create 'bokeh' effects with creamy background blur – a trick that smartphones can't match.

Serious snappers and casual users alike are spoiled with a wealth of other premium features. Superior Auto recognises dozens of different scenes – like landscapes or backlit portraits – adjusting camera settings for top-quality results without fuss. For those photographers who enjoy post-production editing, the QX1 can now shoot RAW image files and in a lens-style camera. The QX1 also debuts a pop-up flash to brighten up portraits and gloomy interiors.

The LCS-QXA Case and Strap Kit add a touch of luxury with its tough brown leather-look finish. The QX1 and lens are protected snugly, with a choice of shoulder strap or belt-mounting options while you're out and about.



DSC-QX30

Smartphone owners know that taking high-zoom shots with digital zoom are a headache, often resulting in grainy images. The compact DSC-QX30 keeps things crisp and clear with its powerful 30x optical zoom lens, aided by Optical SteadyShot image stabilisation that helps eliminate blurring.

Users can smoothly zoom from a wide angle 24mm shot to a huge 720mm² equivalent length at the telephoto end, for frame-filling full-length close-ups of somebody standing 40m away. If you want to go bigger still, Clear Image Zoom blows things up to a massive 60x magnification without sacrificing pixel count.

Awesome zoom power is matched by Lock-on AF and speedy continuous shooting at up to 10fps, letting you capture fast-moving action with a crisply-focused burst of split-second images. It's a movie magician, too, shooting fabulous Full HD video at a smooth 60p frame rate at the touch of a button³.

Both new lens-style cameras are compatible with Sony's wearable RM-LVR1⁴ and RM-LVR2V⁵ Live-View Remote controls⁶. These wrist-mount controllers let you check images and select shots from up to five connected cameras simultaneously – great for ambitious multi-angle recordings.

² 35mm equivalent (aspect ratio 4:3).

³ A memory card must be inserted into the camera for movie shooting, continuous shooting, and some other shooting modes.

⁴ Software version 2.0 or later.

⁵ Supplied with HDR-AZ1VR, HDR-AZ1VB and HDR-AZ1VW.

⁶ These accessories are optional extras.



New colours for DSC-QX10

Meanwhile the QX10 gains two on-trend new colour variations to coordinate with today's smartphones. As well as black and white, it's now also available in eye-grabbing copper and pink finishes to add a splash of funky colour to your shooting.



Optional Accessory ADP-FSK1

While Sony's lens-style cameras make great tools for flexible shooting, the optional ADP-FSK1 dramatically expands your choice of shooting style. This Free Angle Shooting Kit includes a tilt adaptor and a grip, allowing you to shoot from low or high angles or take effortless selfies. Self-shooting pole can be purchased separately for you to take selfies alone or with your friends and families with greater flexibility.

Sony's lens-style cameras ILCE-QX1 / ILCE-QX1L will be available from mid-September 2014 at HK\$2,980 and HK\$3,980 respectively. The DSC-QX30 will be available from early October 2014 at HK\$2,780. The QX10's new colour variations will be available from early October at HK\$1,980.

Order Now

Pre-ordering of ILCE-QX1 and ILCE-QX1L starts from September 12 to September 15, 2014 and that of the QX30 begins from September 12 to September 25, 2014 at all Sony Stores, Sony Store online (www.sony.com.hk), Sony tele-sales hotline at (852) 2345-2966 and authorized dealers. Offers are as follows:

Models	Prices	Premiums
ILCE-QX1 (Body only)	HK\$2,980	- α rechargeable battery pack NP-FW50 (valued at HK\$450)
ILCE-QX1L Single Lens Kit (Body with lens SELP1650)	HK\$3,980	- Micro SD Card SR-16UYA (valued at HK\$169)
DSC-QX30 (Body only)	HK\$2,780	- Self-shooting Pole VCT-AMP1 (valued at HK\$360)
ADP-FSK1 Free Angle Shooting Kit (tilt adaptor and a grip)	HK\$188	N/A
LCS-QXA Case and Strap Kit	HK\$468	N/A

Special Offers for ILCE-QX1 / ILCE-QX1L	
SEL35F18 Lens	Special offer: HK\$2,990 (Original price at HK\$3,590)
SEL50F18 Lens (Silver or Black)	Special offer: HK\$1,990 (Original price at HK\$2,390)

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 Lens-style Cameras ILCE-QX1 and DSC-QX30:

Model	ILCE-QX1	DSC-QX30
Image Sensor		
Sensor Type	APS-C type(23.2 x 15.4mm) Exmor™ CMOS sensor	1/2.3 type Exmor R™ CMOS sensor
Number of Pixel	[Effective] 20.1M [Gross] 20.4M	[Effective] 20.4M [Gross] 21.1M
Lens		
Lens Type	Sony E-mount Lens	Sony G Lens F3.5 (W)-6.3 (T) f=24-720mm ⁷
Optical Zoom	(depends on lens attached)	30x
Clear Image Zoom	Clear Image Zoom Up to 2x	Clear Image Zoom Up to 60x
Camera Function		
Imaging Processor	BIONZ X™	
SteadyShot	- (image stabilisation supported depending on lens attached)	Optical
Focus Mode	AF-S / Manual Focus / Touch AF / Lock-on AF	AF-S / Touch AF / Lock on AF
Focus Area	Wide (25 points (contrast- detection AF))	Multi Point AF
Light Metering Mode	Multi Pattern	
Exposure Control	Yes	
ISO Sensitivity	Auto, ISO 100-16000	ISO80-3200(iAuto), ISO80- 12800 ⁸ (Superior Auto)
White Balance Mode	Auto / Daylight / Shade / Cloudy / Incandescent / Fluor (Warm White) / Fluor (Cool White) / Fluor (Day White) / Fluor (Daylight) / C.Temp / Flash	Auto / Daylight / Cloudy / Incandescent / Fluor (Cool White) / Fluor (Day White) / Fluor (Daylight)
Shooting Mode	Superior Auto / Intelligent Auto / Movie Mode / P mode / A mode / S mode	
Drive Modes	Single shooting / Continuous shooting / Speed priority continuous shooting / Self-timer (10 sec. delay / 2 sec. delay)	Single shooting / Continuous shooting/ Self-timer (10 sec. delay / 2 sec. delay)
Flash	Built-in flash (GN4 in meters at ISO 100)	-
Recording		
Compatible Recording Media	Memory Stick Micro, Memory Stick Micro (Mark2), microSD, microSDHC, microSDXC	
Recording	Still image	JPEG/RAW+JPEG
		JPEG

⁷ 35mm equivalent (aspect ratio 4:3).

⁸ Achieved by using overlay burst shooting.

Format	Movie	MP4 16M (1920x1080 30p)	MP4 28M (1920x1080 60p) / 16M (1920x1080 30p)
Interface			
Input and Output Terminal	Multi/Micro USB Terminal (USB2.0)		
Wi-Fi	Yes		
NFC	Yes (One touch remote)		
Power			
Battery System	NP-FW50	NP-BN	
USB Charge / USB Power Supply	Yes / Yes		
Still images (CIPA standard)	Approx. 440 Shots	Approx. 200 shots	
Movies (Continuous / CIPA standard)	Approx. 150 min	Approx. 45 min	
Others			
Dimensions WxHxD (without Smartphone Attachment)	74.0 x 69.5 x 52.5 mm	68.4 x 65.1 x 57.6 mm	
Weight (without Smartphone Attachment)	216g (Battery and Memory Stick Micro included)	193g (Battery and Memory Stick Micro included)	
Multi Camera Control	Yes		
Supplied Accessories	NP-FW50 battery/ Smartphone Attachment / Micro USB cable / Wrist Strap / Quick Start Guide	NP-BN battery/ Smartphone Attachment / Micro USB cable / Wrist Strap / Quick Start Guide	