

SONY

Press Release

Sony Adds New White Edition to α 6000 Camera with 4D FOCUS Superior AF

The white edition delivers the world's fastest¹ AF performance with ultra-fast autofocus speed



4D FOCUS

- **4D FOCUS realizes superior autofocus performance in four dimensions:**
 - **179-points wide autofocus coverage (2D height and width),**
 - **0.06 sec World fastest¹ autofocus speed (3D depth)**
 - **Steadfast and accurate AF tracking ability by enhanced predictive focus system (4D time)**
- **24.3 megapixel Exmor™ CMOS sensor featuring gapless-on-chip lens design**
- **BIONZ X™ processor for pro-quality photos and Full HD video**
- **NFC™ and Wi-Fi for One-touch sharing/remote control from your mobile**
- **The white edition is a new addition to its existing black and titanium models**

Hong Kong, November 18, 2014 – Sony today announced the new white edition to the α 6000 interchangeable lens digital camera, which features the 4D FOCUS to realize superior autofocus performance in four dimensions. Ideal for the upcoming festive season, the new white edition α 6000 mirrorless camera will go perfectly with your “White Christmas” themed parties and white OOTD (Outfit of the Day).

¹ Among interchangeable-lens digital cameras equipped with an APS-C image sensor as of February 12, 2014, based on Sony research. Measured using CIPA internal measurement method with E PZ 16-50mm F3.5-5.6 OSS lens mounted, Pre-AF off and viewfinder in use.

Featuring the same cutting-edge functions as the original α 6000, the new white edition encompasses 4D FOCUS, a superior autofocus performance that comes in four dimensions: A widely covered 179-point focal plane phase-detection AF sensor teamed with high-precision contrast-detection AF (2D height and weight), ultra-fast autofocus speed that allows it to capture subjects in just 0.06 seconds (3D depth), added with enhanced predictive and accurate tracking (4D time). 4D FOCUS features an advanced algorithm that analyses the direction and speed of a moving subjects' motion, along with image analysing technology such as face or object detection to predict a subject's next position with improved tracking capability. It stays on top of the intended subject without being distracted by interfering objects lying in its path.

The α 6000 also boasts outstanding picture quality, thanks to the 24.3 megapixel Exmor™ CMOS sensor and BIONZ X™ processor. Delivering the world's fastest¹ AF performance of any interchangeable lens camera, the compact and lightweight α 6000 offers continuous shooting at a lighting speed of 11fps, with highly accurate autofocus tracking. With the Fast Hybrid AF system also available in movie mode, you will never miss capturing all the exciting snippets in life – including fast-moving subjects like a day out with your pet dog or your child's first football game.

It is also easy to share photos taken with friends and family. Simply hook up your smartphone with the built-in Wi-Fi or Near Field Communication on the α 6000, and you are ready to share images across devices. A single touch also activates Smart Remote Control, linking the camera to fire the shutter from a distance and view photos directly on your mobile.

Order Now

The α 6000 white colour edition with kit lens SELP1650 from Sony will be available for preordering from November 26 to December 2, 2014 at all Sony Stores, Sony Store online (www.sony.com.hk), Sony tele-sales hotline at (852) 2345-2966 and designated authorized dealers. The α 6000 single lens kit and special offers are as follows:

α6000 Lens Kit	Price	Premiums
α 6000 Single Lens Kit (Body with lens SELP1650)	HK\$6,990	- Battery NP-FW50 (valued at HK\$450) - 32GB SD Card SF-32UY (valued at HK\$399) - Carrying bag LCS-SL10 (valued HK\$300)
Special Offers for Pre-ordering		
E-mount Lens SEL50F18 (Black or Silver) (E 50mm F1.8 OSS)	Limited offer: HK\$1,990 (Original price at HK\$2,390)	
Roberu x Sony Limited Edition Camera Leather Strap	Special offer: HK\$528 (Original price at HK\$880)	

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>.

###

Product specifications of Sony Interchangeable-lens digital camera α6000 white edition:

Model	α6000
General	
Camera type	Interchangeable-lens digital camera with built-in flash
Lens compatibility	Sony E-mount lenses
Image sensor	
Type	APS-C type (23.5 x 15.6mm), Exmor™ APS HD CMOS sensor
Number of pixels (effective)	Approx. 24.3 megapixels
Number of pixels (total)	Approx. 24.7 megapixels
Image sensor aspect ratio	3:2
Anti-dust system	Charge protection coating on optical filter and ultrasonic vibration mechanism
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 modes : Posterization (Color, B/W), Pop Color, Retro Photo, Partial Color (R,G,B,Y), High Contrast Mono, Toy Camera (Normal/Cool/Warm/Green/Magenta), Soft High-key, Soft Focus(High/Mid/Low), HDR Painting(High/Mid/Low), Rich-tone Mono, Miniature(Auto/Top/Middle(H),Bottom/Right/Middle(V)/Left), Watercolor, Illustration(High/Mid/ Low)
Creative Style	Standard, Vivid, Neutral, Clear, Deep, Light, Portrait, Landscape, Sunset, Night Scene, Autumn Leaves, Black & White, Sepia (Contrast -3 to +3 steps, Saturation -3 to +3 steps, Sharpness -3 to +3 steps) (Style Box 1-6 also provided)
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	AVCHD ver 2.0 compliant /MP4
Video compression	AVCHD: MPEG-4 AVC (H.264)

	MP4: MPEG-4 AVC (H.264)
Audio recording format	AVCHD: Dolby Digital (AC-3) , 2ch, Dolby Digital Stereo Creator / MP4: MPEG-4 AAC-LC, 2ch
Image size (pixels)	AVCHD: 1920 x 1080(60p/50p, 28M, PS): Approx.28Mbps(Maximum bit-rate) 1920 x 1080(60i/50i ,24M, FX): Approx.24Mbps(Maximum bit-rate) 1920 x 1080(60i/50i, 17M, FH): Approx.17Mbps(Average bit-rate) 1920 x 1080(24p/25p ,24M, FX): Approx.24Mbps(Maximum bit-rate) 1920 x 1080(24p/25p, 17M, FH): Approx.17Mbps(Average bit-rate) MP4: 1440 x 1080 (25/30 fps/12 Mbps), 640 x 480 (25/30 fps/3 Mbps) (Average bit-rate)
Movie functions	PAL/NTSC Selector/ AF Tracking Duration/ AF Drive Speed/ Auto Slow Shutter/ HDMI Info. Display(On/Off)
Color space	xvYCC standard (x.v.Color™ when connected via HDMI cable) compatible with TRILUMINOS™ Color
Media	
Media	<i>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)</i>
Noise reduction	
Noise reduction	Long exposure NR: On/Off, available at shutter speeds longer than 1 sec., High ISO NR: Normal/Low/ Off selectable
Multi Frame NR	Auto/ISO 100 to 51200
White balance	
Modes	Auto WB, Daylight, Shade, Cloudy, Incandescent, Fluorescent, (Warm White / Cool White / Day White / Daylight) /, Flash, C. Temp 2500 to 9900K, C. Filter (G7 to M7 15-step, A7 to B7 15-step), Custom, Underwater, 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)*1
Focus point	179 points (phase-detection AF)/ 25 points (contrast-detection AF)
Sensitivity range	EV 0 to EV 20 (at ISO 100 equivalent with F2.8 lens attached)
AF modes	AF-A (Automatic AF), Single-shot AF (AF-S), Continuous AF (AF-C), Direct Manual Focus (DMF), Manual Focus
Focus area	Wide (179 points (phase-detection AF), 25 points(contrast-detection AF)) / Zone / Center-weighted / Flexible Spot (S/M/L)
Other features	Lock-on AF, Eye AF, Predictive control, Focus lock; Eye-start AF & AF micro adjustment (only with LA-EA2 or LA-EA4 attached(Sold separately)), AF illuminator (built-in, LED type, range: Approx. 0.30-3m), (with E PZ 16-50mm F3.5-5.6 OSS lens attached)
Exposure control	
Metering type	1200-zone evaluative metering
Metering sensor	<i>Exmor™</i> APS HD CMOS sensor
Metering sensitivity	EV 0 to EV 20 (at ISO 100 equivalent with F2.8 lens attached)
Metering modes	Multi-segment, Center-weighted, Spot
Exposure modes	AUTO (iAUTO, Superior Auto), Programmed AE (P), Aperture priority (A), Shutter-speed priority (S), Manual (M), Scene Selection, Sweep

	Panorama, 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	+/-5.0 EV (in 1/3 EV or 1/2 EV steps)
AE 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	Locked when shutter button is presses halfway. (Auto/On/Off selectable)
ISO sensitivity (Recommended Exposure Index)	Still images: ISO 100-25600 equivalent (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 equivalent, selectable lower limit and upper limit)
Viewfinder	
Type	1.0 cm (0.39 type) OLED electronic viewfinder (color)
Number of dots (total)	1,440,000 dots
Brightness control	Auto/Manual (5 steps between -2 and +2)
Color temperature control	Manual (5 steps)
Field coverage	100%
Magnification	Approx. 1.07x (35mm camera equivalent: Approx. 0.70x) with 50mm lens at infinity, -1m ⁻¹ Diopter adjustment: -4.0 to +3.0m ⁻¹ diopter
Eye point	Approx. 23mm from the eyepiece lens, 21.4mm from the eyepiece frame at -1m ⁻¹ diopter (CIPA standard)
Display contents	Graphic Display, Display All Info, No Disp. Info, Histogram
LCD screen	
Type	7.5cm (3.0 type) TFT drive
Total number of dots	921,600 dots
Brightness control	Manual (5 steps between -2 and +2), Sunny Weather mode
Adjustable angle	Up approx. 90 degrees, down approx. 45 degrees
WhiteMagic	Yes
Display	Graphic Display / Display All Info. / No Disp. Info. / Histogram /for viewfinder mode
Real-time image-adjustment display	On/Off
Quick Navi	Yes
Focus Check	Focus Magnifier (5.9x, 11.7x)
Zebra	Yes
Peaking MF	Yes (Level setting: High/Mid/Low/Off, Color: White/Red/Yellow)
Other features	
Face Detection	On / On (Regist. Faces) / Off, Face registration, Face selection (Max. number of detectable faces: 8)
Auto Object Framing	Yes
Clear Image Zoom	Still / Movie: Approx. 2x
Digital zoom	Smart zoom (still images): M:Approx 1.4x, S:Approx 2x Digital zoom (still images): L:Approx 4x, M:Approx 5.7x, S:Approx 8x Digital zoom (movies): Approx 4x
PlayMemories Camera Apps	Yes
Lens compensation	Peripheral shading, chromatic aberration, distortion

Shutter	
Type	Electronically controlled, vertical-traverse, focal-plane type
Shutter speed	Still Images: 1/4000 to 30 sec., Bulb, Movies: 1/4000 to 1/4 (1/3 step). Up to 1/50 in AUTO mode. up to 1/25 in Auto Slow Shutter mode
Flash sync. Speed ^{*2}	1/160 sec
Electronic front curtain shutter	Yes, On/Off
SteadyShot INSIDE (image stabilization)	
Type	Not supported (image stabilization supported by lens)
Flash(with optional external flash)	
Type	Built-in flash/ GN:6 (in meters at ISO 100)
Flash coverage	16mm (focal-length printed on the lens body)
Control	Pre-flash TTL
Flash compensation	+/-3.0 EV (switchable between 1/3 and 1/2 EV steps)
Flash bracketing	1/3, 1/2, 2/3, 1, 2, 3 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), Hi-speed sync ^{*3} , Wireless ^{*3}
External flash	Sony α System Flash compatible with Multi Interface Shoe. Attach the shoe adaptor for flash compatible with Auto-lock Accessory Shoe.
Drive	
Modes	Single shooting, Continuous shooting (Hi/Mid/Lo selectable), Self-timer (10/2 sec. delay selectable), Self-timer (Cont.) (10 sec. delay; 3/5 exposures selectable), Bracketing (Cont., Single, White Balance, DRO)
Speed (approx., max.) ^{*4}	Continuous shooting: Hi: 11 fps, Mid: 6 fps, Lo: 2.5 fps
No. of frame recordable* (approx.) ^{*4 *5}	JPEG Fine L: 49 frames JPEG Standard L: 49 frames RAW: 21 frames RAW&JPG: 21 frames
Playback	
Modes	Single (with or without shooting information, RGB histogram & 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), Image orientation (Manual/Off selectable), Slideshow, Panorama scrolling, Folder selection (Still / Date / MP4 / AVCHD), Forward/Rewind (Movie), Delete, Protect, Auto Review (10/5/2 sec, Off)
Interface	
PC interface	Mass-storage, MTP, PC remote
Multi / Micro USB Terminal	Yes
Wi-Fi	View on Smartphone, Send to Computer, View on TV
NFC TM	One-touch remote/ One-touch sharing
HD output	HDMI micro connector (Type-D), BRAVIA Sync (link menu), PhotoTV HD, 4K still image playback
Multi Interface Shoe ^{*6}	Yes
Others	Remote Control(RMT-DSLR2 (sold separately))

Compatible OS	Windows Vista ^{*7} SP2, Windows 7 SP1, Windows 8, Windows 8.1, Mac OS X (v. 10.6-10.9)
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, Programmable setting(3 sets)
Power	
Battery	Rechargeable Battery Pack NP-FW50
Still images	Approx. 310 shots (viewfinder) / approx. 360 shots (LCD screen) (CIPA standard)
Movies	Actual ^{*8*9} : Approx. 60 min with viewfinder, approx. 60 min with LCD screen (CIPA standard) Continuous ^{*8*10} : Approx. 90 min with viewfinder, approx. 90 min with LCD screen (CIPA standard)
External power	AC Adaptor AC-PW20 (optional)
Weight	
With battery and <i>Memory Stick PRO Duo</i>	Approx. 344g (approx. 12.1 oz)
Body only	Approx. 285g (approx. 10.1 oz)
Dimensions	
W x H x D (excluding protrusions)	Approx. 120.0mm x 66.9mm x 45.1mm
Operating temperature	
Range	32-104°F/0-40°C

Features and specifications are subject to change without notice.

Remarks

- *1 When using phase-detection AF, limited lenses will be compatible initially. Expansion is planned by body firmware update.
- *2 With compatible Sony external flash
- *3 With compatible external flash
- *4 Varies according to shooting conditions or memory card used
- *5 Continuous drive (Hi) in Drive mode
- *6 Sony accessories for the Accessory Shoe can be attached.
- *7 Starter Edition is not supported.
- *8 Continuous movie recording is possible for approximately 29 minutes (limited by product specifications).
- *9 Indication recording time, which is defined by repeating the cycle: Power on, start recording, zoom, stand-by and power off.
- *10 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.