

Press Release

Sony's Latest Handycam® Delivers 4K Clarity and Detail in a Compact Size
New FDR-AXP35 is first 4K Camcorder to feature Balanced Optical SteadyShot™ Stabilisation



Hong Kong, January 27, 2015 – Sony, a worldwide leader in digital imaging, today introduced its most compact 4K¹ Handycam® camcorder to date, the new FDR-AXP35. About 30 per cent smaller and 20 per cent lighter than the current FDR-AX100 4K Camcorder, the new FDR-AXP35 features impressive Balanced Optical SteadyShot™ (B.O.SS) image stabilisation and 4K 100Mbps high-bitrate recording, bringing new levels of performance to the consumer camcorder market.

Sony has also introduced a lineup of new full HD camcorders, the HDR-PJ670, HDR-PJ440 and HDR-CX405, with upgraded specifications including SteadyShot™ image stabilisation, XAVC S high-bitrate recording and more.

4K Handycam® FDR-AXP35

The new FDR-AXP35 is the first 4K camcorder from Sony to feature the acclaimed Balanced Optical SteadyShot™ (B.O.SS) image stabilisation technology, which ensures that 4K video output is smooth, stable and blur-free at focal lengths ranging from wide-angle to extended telescopic zoom. This is particularly useful during 4K shooting, where stabilisation is often a challenge due to the immense amount of data in each frame. 4K video can be recorded by the camera in the advanced XAVC S video format at an extremely high bit rate of 100 Mbps², allowing each frame to be packed with extraordinary detail and with minimal distortion thanks to high speed sensor readout.

For the more advanced videographers, the new 4K camcorder includes a customisable manual ring and manual button that can be assigned to key functions such as zoom, focus and exposure adjustments. The camera is also equipped with a high-performance electronic viewfinder

¹ 4K: QFHD 3,840 x 2,160.

² SDXC UHS-I U3 or higher is required for 4K 100Mbps recording.

approximately three times the resolution of previous models, and a beautiful 3.0” Wide Xtra Fine LCD WhiteMagic™ display that performs admirably in all shooting environments including bright sunlight.

Post shooting, instant on-the-spot video playback is made possible with the Handycam’s built-in projector (50 lm). 4K video content shot with the FDR-AXP35 camcorder can be played back directly on a compatible 4K television through the supplied HDMI cable, or if super-sampled Full HD is connected to an HDTV. The camcorder can also ‘trim’ 4K images from video frames, enlarging a chosen portion of the frame to fill the screen with Full HD quality. In this mode, trimming size can be changed with zoom lever or on-screen icon³.

Also, with support of 4K still image capture, users can extract and save 8.3MP still images from 4K movie footage without impacting the impressive 4K video quality.

Additional HD Handycam® Models for Capturing Memories

There are also several exciting new introductions for the Full HD camcorder line-up from Sony, including the HDR-PJ670, HDR-PJ440 and HDR-CX405, bringing stunning HD video recording and image stabilisation technologies to a variety of Handycam® customers.

The entire 2015 Handycam® lineup features XAVC S 50Mbps high-bitrate recording⁴ and either Balanced Optical SteadyShot™ (B.O.SS) or Optical SteadyShot™ with Intelligent Active mode, ensuring video footage is highly-detailed and blur-free.

With a widest angle of 26.8mm, the lens lets users capture large groups of subjects with ease. A built-in projector on selected models allows for instant playback of saved videos on large surfaces, and an HDMI input allows the projector to play content from smartphones, tablets and other compatible devices.

Innovative New Features to Extend Shooting Enjoyment

Found on all 2015 Handycam® models, Highlight Movie Maker automatically creates great-looking short movie clips accompanied by transition effects and background music with no editing needed. Handycam® picks and assembles your best shots, like smile and tagged points, to create short, social media-friendly MP4 format videos to share with friends and family. Through use of PlayMemories Home™ software, users can customise the length of their highlight video to match the length of pre-installed or personally-selected background music.

Also offered across most models in the range, Multi Camera Control utilises Wi-Fi to allow a ‘master’ Handycam® to control a variety of Sony cameras that can be connected to Wi-Fi. Key functions such as Start/Stop recording, zoom and other standard settings can now be easily controlled. When the ‘master’ Handycam® is paired with Action Cam or QX ‘Lens Style’ cameras⁵, it can simultaneously control up to five devices. Footage from all of the connected cameras can be easily combined post-shooting through PlayMemories Home™.

³ Minimum trimming size is 1,920 x 1,080.

⁴ SDXC Class 10 or higher is required for HD 50Mbps recording.

⁵ Compatible with FDR-X1000V, HDR-AS200V/AZ1/AS100/AS20/AS30 and ILCE-QX1/DSC-QX30.

Many of the new camcorders also feature Live Streaming⁶ capability through use of Wi-Fi and the USTREAM™ platform, which is particularly convenient for sharing key moments live with friends, family and other relatives from a distance.

4K Handycam® FDR-AXP35

True 4K video recording with 50 lm built-in projector

- 4K (QFHD 3,840 x 2,160) video recording capability at high bitrate 100Mbps² utilising XAVC S format
- Innovative Balanced Optical SteadyShot™ (B.O.SS) image stabilisation ensures that video is smooth and blur-free
- Built-in projector (50 lm) for on-the-spot video playback
- Custom manual ring for advanced videographers
- Compatible with “Highlight Movie Maker” to create quick highlight videos for social media sharing
- Multi Camera Control utilises Wi-Fi to simultaneously control up to five devices⁵
- USTREAM™ live streaming functionality⁶

HD Handycam® HDR-PJ670

All-in-one Camcorder for all HD recording needs

- Full HD (1,080 @ 60p) video recording capability at high bitrate 50Mbps⁴ utilising XAVC S format
- Innovative Balanced Optical SteadyShot™ (B.O.SS) image stabilisation ensures that video is smooth and blur-free
- Built-in projector (25 lm) for on-the-spot video playback
- Compatible with “Highlight Movie Maker” to create quick highlight videos for social media sharing
- Multi Camera Control utilises Wi-Fi to simultaneously control up to five devices⁵
- USTREAM™ live streaming functionality⁶

HD Handycam® HDR-PJ440

Entry level HD camcorder with Optical SteadyShot™ and built-in projector

- Full HD (1,080 @ 60p) video recording capability at high bitrate 50Mbps⁴ utilising XAVC S format
- Optical SteadyShot™ Intelligent Active model keeps video footage crisp
- Built-in projector (13 lm) for on-the-spot video playback
- Compatible with “Highlight Movie Maker” to create quick highlight videos for social media sharing
- Multi Camera Control utilises Wi-Fi to simultaneously control up to five devices⁵
- USTREAM™ live streaming functionality⁶

⁶ Requires a Wi-Fi router or smartphone capable of tether.

HD Handycam® HDR-CX405

Entry level HD camcorder for casual family use

- Full HD (1,080 @ 60p) video recording capability at high bitrate 50Mbps⁴ utilising XAVC S format
- Optical SteadyShot™ Intelligent Active model keeps video footage crisp
- Compatible with “Highlight Movie Maker” to create quick highlight videos for social media sharing
- 30x optical ZEISS lens

Availability

The 4K Handycam® FDR-AXP35 from Sony will be available from March 2015 onwards, while the full HD Handycam® HDR-PJ670, HDR-PJ440 and HDR-CX405 will be available from 29th January 2015.

Models	Prices	Supplied Accessories	Availability
Full HD Handycam® HDR-PJ670	HK\$5,980	Carrying Case with Battery Pack ACC-FV50B (worth HK\$540)	29 th January 2015
Full HD Handycam® HDR-PJ440	HK\$3,480	Carrying Case LCS-BDM (worth HK\$120) & Battery Pack NP-BX1 (worth HK\$290)	
Full HD Handycam® HDR-CX405	HK\$2,780	Carrying Case LCS-BDM (worth HK\$120) & Battery Pack NP-BX1 (worth HK\$290)	
4K Handycam® FDR-AXP35	To be announced		March 2015

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 4K Handycam® FDR-AXP35:

Model		FDR-AXP35
Image Sensor		1/2.3 type(7.76mm) back-illuminated Exmor R CMOS Sensor
Processor		BIONZ X™ image processor
Gross pixels		Approx. 18.9 Megapixels
Effective Picture Resolution (Movie)		Approx. 8.29 Megapixels(16:9)
Minimum Illumination		4K:Standard:9 lux(1/50 Shutter Speed) HD:Standard:6 lux(1/50 Shutter Speed) 4K:Low Lux 5 lux(1/25 Shutter Speed) HD:Low Lux 3lux(1/25 Shutter Speed) NightShot:0 lux(1/50 Shutter Speed)
Lens	Type	ZEISS Vario-Sonnar T*
	Focal Length (Movie Mode) (35mm equivalent)	f=29.8-298.0mm(16:9) Steady Shot Mode: Standard or Off (16:9) 4K: f=30.5-457.5mm, HD: f=30.5-610.0mm Steady Shot Mode: Active(16:9)
Aperture		F1.8-F3.4
Zoom		Optical Zoom 10x Digital Zoom 120x
Clear Image Zoom		4K : 15x HD : 20x (Steady Shot Mode: Active)
SteadyShot™		Balanced Optical SteadyShot™ image stabilization
Internal Media		Flash Memory 64GB
Recording Media		Internal Flash Memory XAVC S 4K(100Mbps) : SDXC Memory Card(UHS-I U3 or Higher) XAVC S 4K(60Mbps) : SDXC Memory Card(Class10 or Higher) XAVC S HD : SDXC Memory Card(Class10 or Higher) AVCHD,Still: Memory Stick PRO Duo (Mark 2), Memory Stick PRO-HG Duo, Memory Stick XC-HG Duo, SD/SDHC/SDXC Memory Card(Class 4 or Higher)
Video Format		XAVC S format:MPEG4-AVC/H.264 AVCHD format ver.2.0 compatible:MPEG4-AVC/H.264 MP4: MPEG-4 AVC/H.264
Video Mode (Resolution)		XAVC S 4K : 3840x2160/25p, 24p XAVC S HD : 1920x1080/50p, 25p, 24p AVCHD : 1920x1080/50p(PS),25p(FX,FH),24p(FX,FH),50i(FX,FH), 1440x1080/50i(HQ,LP)

Still Image size	Photo Mode	L: 20.6 Megapixels 16:9 (6048x3400),15.4 Megapixels 4:3 (4528x3400) M: 10.3 Megapixels 16:9 (4288x2408),7.7 Megapixels 4:3 (3216x2408) S: 2.1 Megapixels 16:9 (1920x1080),0.3 Megapixels 4:3 (640x480)
	Photo Capture from Movie	XAVC S 4K: 8.3 Megapixels 16:9 (3840x2160) XAVC S HD: 2.1 Megapixels 16:9 (1920x1080) AVCHD: 2.1 Megapixels 16:9 (1920x1080)
	Dual Record	M: 10.3 Megapixels 16:9 (4288x2408) S: 2.1 Megapixels 16:9 (1920x1080)
LCD Monitor		7.5cm(3.0 type) Xtra Fine LCD™ display(921 600dots) Wide(16:9)
Viewfinder		0.6cm(0.24 type)/Color 1 555 200dots equivalent
Built-in Projector		854 x 480 10 type - 200 type Light output: Up to 50 lumen Keystone Adjustment: Yes
Projector Input		Yes (HDMI micro)
Microphone /Speaker		Built-in Zoom Microphone / Monoral Speaker
Auto Wind Noise Reduction		Yes(Off/ON)
My Voice Canceling		Yes
Intelligent Auto		Portrait/Baby/Walk/Tripod/Backlight/Landscape/ Spotlight/Twilight/Macro/Low light/Auto wind noise reduction
Direct Copy		Yes
NFC		One-touch remote/ One-touch sharing
WiFi		Send to Smartphone/ Control with Smartphone/ Multi Camera Control/ Live Streaming
AF Mode		Auto/Manual(Touch Panel/Ring)
Scene Selection		Auto/Night Scene/Sunrise & Sunset/ Fireworks/Landscape/Portrait/Spotlight/Beach/Snow
Built-in USB Cable		Yes(USB Charge Available)
Dimensions (WxHxD) (including supplied battery)		Approx.75mm x 78.5mm x 155mm
Weight(Main unit only)		Approx.625g
Battery Type		InfoLITHIUM® with AccuPower™ Meter System (V Series)
Interface		Memory Card Slot: Memory Stick PRO Duo and SD/SDHC/SDXC compatible SD Output: Composite Video Out(AV CABLE(sold separately)) 4K Output/ HD Output: HDMI Out(micro)(supplied) USB Port(s): TypeA(built-in)/USB2.0 Hi-speed (mass-storage/MTP)

	<p style="text-align: center;"> Multi/Micro USB Terminal: Yes BRAVIA Sync PhotoTV HD Headphone Jack: Stereo Minijack Microphone Input: Stereo Minijack Remote Terminal: integrated into Multi/Micro USB Terminal HDMI Terminal: Yes (HDMI micro) Accessory Shoe: Multi Interface Shoe </p>
Supplied Accessories	<p style="text-align: center;"> Rechargeable Battery Pack(NP-FV70) (1) AC Adaptor (1) Power Cord (1) "Operating Guide"(1) HDMI(micro) Cable (1) USB Connection Support Cable (1) </p>

Product specifications of Sony Full HD Handycam® HDR-PJ670, HDR-PJ440 & HDR-CX405:

Model		HDR-PJ670	HDR-PJ440	HDR-CX405
Image Sensor		1/5.8 type(3.1mm) back-illuminated Exmor R CMOS Sensor		
Processor		BIONZ X™ image processor		
Gross pixels		Approx.2.51 Megapixels		
Effective Picture Resolution		(Movie / Still) Approx.2.29 Megapixels(16:9) / (Still) approx.1.71 Megapixels(4:3)		
Minimum Illumination		Standard:6 lux (1/25 Shutter Speed) Low Lux:3 lux (1/25 Shutter Speed)		
Lens	Type	G™ Lens	ZEISS Vario-Tessar	
	Focal Length (Movie Mode) (35mm equivalent)	f=26.8-804.0mm(16:9) Steady Shot Mode: Standard or Off		
		f=27.2-1633.5mm(16:9) Steady Shot Mode: Active	f=27.4-1646.5mm(16:9) Steady Shot Mode: Active f=28.8-1694.1mm(16:9) Steady shot mode: Intelligent active	
	Focal Length (Photo Mode) (35mm equivalent)	f=26.8-804.0mm(16:9), f=32.8-984.0mm(4:3),		
Aperture		F1.8-F4.0		
Zoom		Optical Zoom 30x Digital Zoom 350x		
Clear Image Zoom		60x SteadyShot is set to "Active" or "Intelligent Active".		
SteadyShot™		Balanced Optical SteadyShot™ image stabilization	Optical SteadyShot™ image stabilization w/ intelligent Active mode (Wide to Tele)	
Internal Media		Flash Memory 32GB	Flash Memory 8GB	--
Recording Media		Internal Flash Memory XAVC S HD: Micro SDXC Memory Card(Class10 or Higher) AVCHD,Still: Memory Stick Micro (Mark 2), Micro SD/SDHC/SDXC Memory Card(Class 4 or Higher)		XAVC S HD: Micro SDXC Memory Card(Class10 or Higher)/ AVCHD,Still: Memory Stick Micro (Mark 2), Micro SD/SDHC/SDXC Memory Card(Class 4 or Higher)

Video Format		AVCHD™ format ver.2.0 compatible: MPEG4-AVC/H.264 MP4: MPEG-4 AVC/H.264 XAVC S format MPEG4-AVC/H264	
Video Mode (Resolution)		AVCHD: 1920x1080/50p(PS),25p(F X,FH),50i(FX,FH), 1440x1080/50i(HQ,LP) MP4: 1280x720 25p XAVC S HD: 1920x1080/50p, 25p	AVCHD: 1920x1080/50p(PS),50i(FX,FH), 1440x1080/50i(HQ,LP) MP4: 1280x720 25p XAVC S HD: 1920x1080/50p, 25p
Still Image size	Photo Mode	L:9.2Megapixels 16:9(4032x2272), 6.9Megapixels 4:3(3024x2272) S:2.1Megapixels 16:9(1920x1080), 0.3Megapixels 4:3(640x480)	
	Photo Capture from Movie	2.1 Megapixels 16:9 (1920x1080)	
	Dual Record	L:9.2Megapixels 16:9(4032x2272) S:2.1Megapixels 16:9(1920x1080)	
LCD Monitor		7.5cm(3.0 type) Clear Photo LCD display (460 800 dots) Wide(16:9)	6.7cm(2.7 type) Clear Photo LCD display (230 400 dots) Wide(16:9)
Built-in Projector		640 x 360 10 type - 100 type Light output: Up to 25 lumen	640 x 360/ 10 type - 100 type Light output: Up to 13 lumen ---
Projector Input		Yes (HDMI micro)	---
Microphone /Speaker		Built-in Zoom Microphone / Monoral Speaker	
Auto Wind Noise Reduction		Yes(Off/ON)	---
My Voice Canceling		Yes	---
Intelligent Auto		Portrait/Baby/Walk/Tripod/ Backlight/Landscape/ Spotlight/Twilight/Macro/ Low light/ Auto wind noise reduction	Portrait/Baby/Walk/Tripod/Backlight/Landscape/ Spotlight/Twilight/Macro/Low light
Direct Copy		Yes	---
NFC		One-touch remote/ One-touch sharing	---

WiFi	Send to Smartphone/ Control with Smartphone/ Multi Camera Control/ Live Streaming		---
AF Mode	Auto/Manual(Touch Panel)	Auto/Manual(Menu)	
Scene Selection	Auto/Night Scene/Sunrise & Sunset/ Fireworks/Landscape/Portrait/Spotlight/Beach/Snow		
Built-in USB Cable	Yes(USB Charge Available)		
Dimensions (WxHxD) (including supplied battery)	Approx.61.5mm x 66.5mm x121.0mm	Approx.59.0mm×59.5mm ×128.0mm	Approx.54.0mm×59.5mm ×128.0mm
Weight(Main unit only)	Approx.325g	Approx.210g	Approx.190g
Battery Type	InfoLITHIUM [®] with AccuPower [™] Meter System (V Series)	NP-BX1	
Interface	<p>Memory Card Slot: Memory Stick Micro and Micro SD/SDHC/SDXC compatible</p> <p>SD Output: Composite Video Out(AV CABLE(sold separately))</p> <p>HD Output: HDMI Out(micro)(supplied)</p> <p>USB Port(s): TypeA(built- in)/USB2.0 Hi-speed (mass-storage/MTP)</p> <p>Multi/Micro USB Terminal</p> <p>BRAVIA Sync PhotoTV HD</p> <p>Headphone Jack: Stereo Minijack</p> <p>Microphone Input: Stereo Minijack</p> <p>Remote Terminal: integrated into Multi/Micro USB Terminal</p> <p>HDMI Terminal: Yes (HDMI micro)</p>	<p>Memory Card Slot: Memory Stick Micro and Micro SD/SDHC/SDXC compatible</p> <p>SD Output: Composite Video Out(AV CABLE(sold separately))</p> <p>HD Output: HDMI Out(micro)(supplied)</p> <p>USB Port(s): TypeA(built-in)/ USB2.0 Hi-speed (mass- storage/MTP)</p> <p>BRAVIA Sync PhotoTV HD</p> <p>HDMI Terminal: Yes (HDMI micro)</p>	<p>Memory Card Slot: Memory Stick Micro and Micro SD/SDHC/SDXC compatible</p> <p>SD Output: Composite Video Out(AV CABLE(sold separately))</p> <p>HD Output: HDMI Out(micro)(supplied)</p> <p>USB Port(s): TypeA(built-in)/ USB2.0 Hi-speed (mass- storage/MTP)</p> <p>BRAVIA Sync PhotoTV HD</p> <p>HDMI Terminal: Yes (HDMI micro)</p>

	Accessory Shoe: Multi Interface Shoe		
Supplied Accessories	Rechargeable Battery Pack(NP-FV50) (1) AC Adaptor (1) "Operating Guide"(1) HDMI(micro) Cable (1) USB Connection Support Cable (1)	Rechargeable Battery Pack(NP-BX1) (1) AC Adaptor (1) USB Connection Support Cable (1) HDMI(micro) Cable (1) Operating Guide(1)	