

# SONY

## Press Release

### Travel Light and Take Great Selfies with New High Performance, High-Zoom Cyber-shot HX90V and WX500 Cameras from Sony



Cyber-shot HX90V



Cyber-shot WX500

- **Cyber-shot HX90V and Cyber-shot WX500 feature ZEISS® Vario-Sonnar T\* lens with 30x zoom; 18.2 effective megapixels Exmor R™ sensor; BIONZ X™ processor; Full HD video; Fast Intelligent AF; Optical SteadyShot® with 5-axis stabilisation<sup>1</sup> and 180-degree tilt LCD for perfect framing of selfies**
- **Cyber-shot HX90V<sup>2</sup> incorporates OLED Tru-Finder and Control Ring<sup>3</sup> for professional style control and results**

**Hong Kong, May 7, 2015** – Sony today announced the world’s most compact cameras in their class<sup>4</sup>, the Cyber-shot DSC-HX90V and DSC-WX500, are big on sheer picture quality plus plenty of easy-to-use pro-style functions. Carry less, shoot more: these two new travel- and selfie-friendly cameras from Sony put fabulous holiday photo opportunities in closer reach this summer.

Despite sharing a raft of technologies that deliver amazing picture quality, the two cameras offer distinct choices for photographers looking for a compact high-zoom camera. Both are built around extremely high quality optics with a ZEISS® Vario-Sonnar T\* 30x zoom lens and benefit from the power of an Exmor R™ CMOS sensor with 18.2 megapixels and BIONZ X™ processor. Separately, for the photographers who prefer to frame their shots more professionally,

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1 In combination with electronic image stabilisation

2 HX90V has integrated GPS

3 HX90V only

4 DSC-HX90V: Among compact digital cameras with a built-in viewfinder and 30x or greater optical zoom lens, as of announcement date. DSC-WX500: Among compact digital cameras with 30x or greater optical zoom lens, as of announcement date. According to Sony survey.

the HX90V features a pop-up OLED Tru-Finder and a Control Ring<sup>3</sup> that can be assigned to functions such as manual focusing or step zoom. The feeling of control when using the HX90V is further enhanced by a new ergonomic grip that guarantees comfortable handling in any situation.



Cyber-shot WX500

For photographers who prefer to add perfectly-framed selfies to their repertoire, both the HX90V and WX500 have a 180-degree tilt LCD screen that allows easy retouching with Beauty Effect and “My Best Portrait” on PlayMemories Camera Apps<sup>TM</sup>, so you can see exactly how you will appear in your shots.

Despite their pocket-sized dimensions, both the HX90V and WX500 benefit from 5-axis image stabilisation<sup>1</sup> which keeps pictures blur-free even when exploring the outer limits of the camera’s zoom range whilst shooting movies.

### **ZEISS® Vario-Sonnar T\* Lens with 30x Optical Zoom / 60x Clear Image Zoom**

Packing a huge 30x optical zoom range into the tiny camera bodies, the high-quality ZEISS® Vario-Sonnar T\* lens pulls friends and family, wildlife and distant scenes closer. The advanced design ensures impressively sharp, low-distortion images, even at high-zoom settings where budget optics struggle to maintain clarity and definition. Want to go larger still? Clear Image Zoom boosts magnification to a gargantuan 60x with Optical SteadyShot<sup>TM</sup> and 5-axis image stabilisation<sup>3</sup>, keeping handheld camera wobbles in check for crisper handheld Full HD videos.

### **Exmor R<sup>TM</sup> CMOS Sensor with 18.2 Effective Megapixels and BIONZ X<sup>TM</sup> Processor**

The subtlest details in any scene – even moonlit beaches and café interiors – are captured effortlessly by the back-illuminated Exmor R<sup>TM</sup> CMOS image sensor with 18.2 effective megapixels. Sony’s advanced BIONZ X<sup>TM</sup> image processor ensures stills and Full HD movies with incredible colours, richness, and realism.



Cyber-shot HX90V

### **OLED Tru-Finder™ Precision Electronic Viewfinder**

Available only on the HX90V, framing shots on sunny days is a pleasure with the OLED Tru-Finder™ that pops up as and when needed. Images are bright, crisp and clear, with high contrast and vivid colours.

### **High-resolution 180 degrees tilt LCD and Beauty Effects for Awesome Selfies**

Top-notch selfies are a doddle with the 3.0-type LCD that tilts up to 180 degrees for comfortably-framed arms' length portraits. The high-resolution (921k dots) monitor is also handy for composing and retouching shots with the camera's built-in Photo Creativity and Beauty Effect functions.

### **Fast Intelligent Autofocus**

The Fast Intelligent AF system on the new models has been inherited from Sony's award-winning  $\alpha$ 7 series of cameras. An improved spatial object detection algorithm realises a more optimal and accurate lens drive to make autofocus even faster for capturing fleeting moments with ease.

Serious snappers will also appreciate extensive control modes, Memory Recall and a Control Ring<sup>3</sup> that can be assigned to functions like manual focusing or step zoom.

Better-looking movies are assured by Full HD 50p<sup>5</sup> recording using the XAVC S<sup>6</sup> format at 50Mbps. Rest assured that there'll be no on-screen noise and artefacts, even when you are capturing fast-moving kids, pets or jet-skis. P/A/S/M modes give extra creative control over your video footage, while Intelligent Active Mode with 5-axis image stabilisation<sup>1</sup> steadies image wobbles when you are following moving subjects.

There's a built-in flash for low-light shooting, as well as Wi-Fi with NFC for One-touch wireless sharing of photos and movies on your phone or tablet. In addition, both the HX90V and WX500

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5 PAL and NTSC is switchable through the menu system

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

is equipped with the high performance NP-BX1 battery that allows up to 400 photos to be taken on a single charge.

### **Cyber-shot HX90V with GPS**

The Cyber-shot HX90V adds GPS that automatically tags your shots and clips with location information to enjoy on a map using PlayMemories Home.

**PlayMemories Camera Apps™** including “My Best Portrait” for a Great Selfie Experience Shooting possibilities for both cameras can be expanded at any time with PlayMemories Camera Apps™. For the Cyber-shot DSC-HX90V and DSC-WX500, three popular Apps – My Best Portrait, Smart Remote Control and Sync to Smartphone are available. Further information on these compatible apps is available at [playmemoriescameraapps.com](http://playmemoriescameraapps.com).

### **Body Case LCJ-HWA**

Available in black, brown, and light brown, the optional LCJ-HWA body case with lens jacket and shoulder strap features a quality leather-style finish to protect either camera while offering a sure, stable grip. The smart design allows easy access while you’re out and about – shoot, adjust LCD angle or connect the USB multi terminal without removing the camera from its case.

### **Order Now**

From May 8 to June 7, 2015, the new Cyber-shot DSC-HX90V and DSC-WX500 are available for pre-ordering at all Sony Stores, Sony Store online ([www.sony.com.hk/store](http://www.sony.com.hk/store)) and Sony sales hotline at (852) 2345-2966 as follows:

Models	Prices	Special offers
Cyber-shot HX90V (Black)	HK\$3,190	- Rechargeable battery NP-BX1 - Carrying case LCJ-HWA/B at \$190
Cyber-shot WX500/B/W (Black & White)	HK\$2,690	(original price@\$320)

The new Cyber-shot HX90V and WX500 high-zoom compact travel cameras from Sony will be launched from mid-June 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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**Specifications of Cyber-shot digital cameras DSC-HX90V & DSC-WX500:**

<b>Model</b>	<b>DSC-HX90V</b>	<b>DSC-WX500</b>
<b>Image Sensor</b>		
Image Sensor	1/2.3 type(7.82mm) Exmor R CMOS sensor	
Number of Pixels	Approx. 21.1 Megapixels (Gross) Approx. 18.2 Megapixels(Effective)	
<b>Lens</b>		
Lens Type	ZEISS Vario-Sonnar T* Lens, 11 elements in 10 groups (5aspheric element)	
Focal Length (35mm equivalent)	f=4.1-123mm (Still Image3:2): f=25-750mm (Still Image4:3): f=24-720mm (Still Image16:9): f=26.5-795mm (Still Image1:1): f=27.5-825mm (Movie16:9): f=26.5-795mm (SteadyShot Standard), f=28-1180mm (SteadyShot Active), f=31-1210mm (SteadyShot IntelligentActive) (Movie4:3): f=32.5-975mm (SteadyShot Standard), f=34.5-1450mm (SteadyShot Active), 38-1480mm (SteadyShot IntelligentActive)	
F-number	F3.5 (W) - 6.4 (T)	
Focal Range (From the front of the lens)	iAuto: AF (W: Approx. 5cm to Infinity, T: Approx. 250cm to Infinity) / Program Auto: AF (W: Approx. 5cm to Infinity, T: Approx. 250cm to Infinity)	
<b>Camera</b>		
Imaging Processor	"BIONZ X"	
Total Zoom Magnification	30x(Optical Zoom during movie recording) <b>Clear Image Zoom:</b> Still Image: 18M Approx.60x / 10M Approx.80x / 5.0M Approx.113x / VGA Approx.459x / 13M(16:9) Approx.60x / 2.1M(16:9) Approx.153x Movie: Approx. 60x <b>Digital Zoom:</b> Still Image: 18M Approx.120x / 10M Approx.161x / 5.0M Approx.226x / VGA Approx.459x / 13M(16:9) Approx.120x / 2.1M(16:9) Approx.306x Movie: Approx. 120x	
<b>Main Function</b>		
PlayMemories Camera Apps	Yes	
NFC	One-touch remote/ One-touch sharing	
Wi-Fi	Ctrl with Smartphone: Yes / Send to Smartphone: Yes (Select on This Device / Select on Smartphone) View on TV/ PC transfer	
GPS	Yes	---
Focus Mode	Single-shot AF/ DMF / Manual Focus/ Continuous AF(Advanced sports & Movie Only)	Single-shot AF / Continuous AF(Advanced sports & Movie Only)
AF Illuminator	Auto / Off	
Light Metering Mode	Multi Pattern/ Center Weighted/ Spot	
Aperture	iAuto(F3.5-F6.3(W)) / Program Auto(F3.5-F6.3(W) ) / Manual(F3.5-F8.0(W)) / Aperture Priority(F3.5-F8.0(W)) / Shutter Priority(F3.5-F6.3(W))	
Shutter Speed	iAuto (4" - 1/2000) / Program Auto (1" - 1/2000) / Aperture Priority (8" - 1/2000) / Shutter Priority (30" - 1/2000) / Manual (30" - 1/2000)	
ISO Sensitivity(REI)	Auto(ISO80-3200, selectable with	Auto(ISO80-

Still Image	upper / lower limit),80/100/200/400/800/1600/3200, Multi-Frame NR:Auto(ISO80-3200 same as selected range in Auto), 100/200/400/800/1600/3200/6400 /12800	3200),80/100/200/400/800/1600/3200, Multi-Frame NR:Auto(ISO80-3200 same as selected range in Auto), 100/200/400/800/1600/3200/6400 * /12800 * * Achieved by using "By Pixel Super Resolution" technology and overlay burst shooting.
Exposure Compensation	Plus / Minus 3.0EV, 1 / 3EV step	
SteadyShot	Optical	
Optical SteadyShot Active Mode (for Movie)	Intelligent Active Mode, Optical type with electronic compensation, Anti Rolling type	
White Balance	Auto/ Daylight/ Shade/ Cloudy/ Incandescent/ Fluor.: Cool White/ Fluor.: Day White/ Fluor.: Daylight/ Flash/ Custom/ One Push, One Push Set	
WB micro adjustment	G7-M7,A7-B7	---
Shooting Mode	Program Auto/ Aperture Priority/ Shutter Speed Priority/ Manual Exposure/ MR(Memory Recall) / Movie Mode(Program Auto, Aperture Priority, Shutter Speed Priority, Manual Exposure)/ Panorama/ Scene Selection/ Intelligent Auto/ Superior Auto	Program Auto/ Movie Mode(Intelligent Auto/Scene Selection)/ Panorama/ Scene Selection/ Intelligent Auto/ Superior Auto/ Aperture Priority/ Shutter Speed Priority/ Manual Exposure/ MR(Memory Recall) 1,2,3
Scene Selection	Portrait/ Advanced Sports Shooting/ Landscape/ Sunset/ Night Scene/ Handheld Twilight/ Night Portrait/ Anti Motion Blur/ Pet Mode/ Gourmet/ Beach/ Snow/ Fireworks/ Soft Skin/ High Sensitivity	Portrait/ Advanced Sports Shooting/ Landscape/ Sunset/ Night Scene/ Handheld Twilight/ Night Portrait/ Anti Motion Blur/ Pet Mode/ Gourmet/ Beach/ Snow/ Fireworks/ Soft Skin/ High Sensitivity/ Backlight Correction HDR
Panorama	Intelligent Sweep Panorama (supports 360 format)	
Creativity Style	Standard/ Vivid/ Portrait/ Landscape/ Sunset/ Black & White/ Sepia	---
Picture Effect for still	Toy camera/ Pop Color/ Posterization/ Retro Photo/ Soft High-key/ Partial Color/ High Contrast Mono./ Soft Focus/ HDR Painting/ Richtone Monochrome/ Miniature/ Watercolor/ Illustration	
Picture Effect for Movie	Toy camera/ Pop Color/ Posterization/ Retro Photo/ Soft High-key/ Partial Color/ High Contrast Mono.	---
Still Image: Number of Recorded Pixels(Image Size)	3:2mode:16M(4,896×3,264) / 8.9M(3,648×2,432) / 4.5M(2,592×1,728),4:3mode:18M(4,896×3,672) / 10M(3,648×2,736) / 5M(2,592×1,944) / VGA,16:9mode:13M(4,896×2,752) / 7.5M(3,648×2,056) / 2.1M(1,920×1,080),1:1mode:13M(3,664×3,664) / 7.5M(2,736×2,736) / 3.7M(1,920×1,920), Sweep Panorama:Wide(7,152×1,080/4,912×1,920),Standard(4,912×1,080/3,424×1,920),360(11,520×1,080)	
Face Detection	Off/On(Regist Faces)/On Maximum number of detectable faces : 8 faces	
Red Eye Reduction	On / Off	
Flash Mode	Auto / Flash On / Slow Sync. / Flash Off / Rear Sync.	
Flash Range	ISO Auto: Approx.0.3m to5.4m(W) / Approx.2.5m to 3.0 m(T)	
Continuous Shooting Speed (Maximum)	Approx. 10 fps (for up to 10 shots)	

<b>Monitor</b>		
LCD	7.5cm(3.0type)(4:3) / 921,600 dots / Xtra Fine /TFT LCD/ Brightness control: Manual(5 steps)	
ViewFinder	0.2-type electronic viewfinder(OLED), 638,400dots Brightness control: Auto, Manual(5steps) Field coverage: 100% Magnification: Approx. 0.5x with 50mm lens at infinity, -1m <sup>-1</sup> (diopter) (35mm equiv.) Eye-point: Approx.20mm from the eyepiece, 19.2mm from the eyepiece frame at -1m-1(diopter) (CIPA standard) Diopter: -4.0 to +3.0m <sup>-1</sup>	---
<b>Recording</b>		
Recording Media * w/ Adaptor (not supplied)	Memory Stick Duo Memory Stick PRO Duo Memory Stick PRO Duo (High Speed) Memory Stick PRO HG Duo Memory Stick Micro * Memory Stick Micro (Mark2) * SD Memory Card SDHC Memory Card (UHS-I) SDXC Memory Card (UHS-I) microSD Memory Card * microSDHC Memory Card * microSDXC Memory Card *	
Recording File Format	JPEG(DCF Ver.2.0,Exif Ver.2.3,MRF Baseline compatible) Movie: AVCHD format Ver.2.0 compatible/ MP4/ XAVC S	
Movie Recording Mode	PAL/NTSC Selector: [PAL] mode AVCHD: 28M PS(1,920x1,080/50p) / 24M FX(1,920x1,080/50i) / 17M FH(1,920x1,080/50i) / 24M FX(1,920x1,080/25p) / 17M FH(1,920x1,080/25p) / XAVC S: 50p 50M(1,920x1,080/50p) / 25p 50M(1,920x1,080/25p) / MP4: 28M(1,920x1,080/50fps) / 16M(1,920x1,080/25fps) / 6M(1,280x720/25fps), PAL/NTSC Selector: [NTSC] mode AVCHD: 28M PS(1,920x1,080/60p) / 24M FX(1,920x1,080/60i) / 17M FH(1,920x1,080/60i) / 24M FX(1,920x1,080/24p) / 17M FH(1,920x1,080/24p) / XAVC S: 60p 50M(1,920x1,080/60p) / 30p 50M(1,920x1,080/30p) / 24p 50M(1,920x1,080/24p)/ MP4: 28M(1,920x1,080/60fps) / 16M(1,920x1,080/30fps) / 6M(1,280x720/30fps)	
Microphone / Speaker	Built-in Stereo Microphone/ Mono Speaker Volume Setting: 16 steps Wind noise reduction: Off/On	
Zoom Magnification of Playback Mode	Depends on Image Size	
Interface	Multi/Micro USB Terminal / Hi-Speed USB (USB2.0)/ Micro HDMI	
Video Out	HDMI	
USB	Auto (MultiConfiguration)/ Mass Storage/ MTP	
Battery	NP-BX1	
Dimension (W x H x D)	102.0mm x 58.1mm x 35.5mm	101.6mm x 58.1mm x 35.5mm

Weight	Approx. 245g (8.6oz) (Battery and Memory Stick DUO are included)/Approx. 218g (7.7oz) (Body Only)	Approx. 236g (8.3oz) (Battery and Memory Stick DUO are included)/Approx. 209g (7.4oz) (Body Only)
Image Index	9 / 25 images	
Playback	Cue, Review (Movie)/ Slow Playback (Movie)/ Panorama Scroll Playback	
Slide Show Settings	Image: All Interval: 1 / 3 / 5 / 10 / 30 sec. Repeat: On / Off	
Print	Print Order Mark (DPOF): Select / Folder / Date	
Others	Smile Shutter Grid Line Quick Navi Digital Level Gauge (roll) WB Bracketing MF Assist Peaking Zebra Marker Display Micref Level Step Zoom Quick Zoom Self-portrait timer	Smile Shutter Grid Line Zebra Marker Display Micref Level Self-portrait timer

*Features and specifications are subject to change without notice.*