

SONY

Press Release

Sony Introduces New α 6300 Camera with World's Fastest Autofocus

New Mirrorless Camera Features World's Fastest AF speed¹ and Highest Number of AF points² plus Newly Developed 24.2 MP APS-C Sensor, High Resolution 4K Video Recording and More



α 6300 with SELP1650 lens

Hong Kong, March 9, 2016 – Sony today introduced the latest addition to their award winning line-up of mirrorless cameras, the α 6300. The new camera boasts an unrivalled 4D FOCUS™ system that can lock focus on a subject in as little as 0.05 seconds, the world's fastest AF acquisition time¹. Additionally, the α 6300 has an incredible 425 phase detection AF points that are densely positioned over the entire image area – the world's highest number of AF points on any interchangeable lens camera², and can shoot images at up to 11 frames per second with continuous autofocus and exposure tracking.

The impressive new mirrorless model also has the ability to support full live-view continuous shooting on the Tru-Finder™ or LCD screen at up to 8 frames per second, ultimately producing a real-time shooting experience that combines all the benefits of an electronic viewfinder with the immediacy of a through-the-lens optical viewfinder.

¹ Among interchangeable lens cameras equipped with an APS-C sized sensor as of February 2016, based on Sony research. Measured using CIPA-compliant guidelines and internal method with an E PZ 16-50 F3.5-5.6 OSS lens mounted. Pre-AF off and viewfinder in use.

² Among interchangeable lens cameras as of February 2016, based on Sony research.

The versatile **α6300** camera is equipped with a newly developed 24.2 MP³ APS-C sized Exmor CMOS sensor that works together with a BIONZ X image processing engine to produce outstanding image quality throughout the entire ISO sensitivity range ISO 100 – 51200⁴.

The new **α6300** can also shoot and record high resolution 4K video with full pixel readout and no pixel binning in the popular Super 35mm format.

Unrivalled AF Performance

Sony's new **α6300** camera builds upon the acclaimed 4D FOCUS performance of the α6000 model, utilising a Fast Hybrid AF system that combines high-speed phase detection AF with extremely accurate contrast AF and allows it to capture and lock on to moving subjects in as little as 0.05 seconds¹. The camera's High-density Tracking AF technology positions 425 phase detection AF points over nearly the entire field of view, allowing it to accurately focus throughout a wide area – even on small, fast objects that other cameras would fail to recognise.

In addition to the extensive AF coverage, the **α6300** debuts a new high-density tracking AF technology that significantly improves subject detection and tracking performance. This new technology can quickly activate a large number of AF points surrounding a subject – approximately 7.5 times more density than the α6000 – and intelligently adjust them in accordance with the subject's motion. This is a particularly powerful feature when used with high-speed 11 fps continuous shooting or the new 8 fps continuous live-view mode, which provides 100% accurate framing for fast moving subjects on the LCD screen or viewfinder.

Of note is the fact that the camera's 425 phase detection AF points, enhanced tracking and focus accuracy are all available on the **α6300** when using A-mount lenses⁵ with a mount adaptor like the Sony LA-EA3. This is a first for Sony E-mount interchangeable lens cameras with an APS-C sized sensor, as the only other cameras to feature this capability are the full-frame α7R II and α7 II models.

Other enhancements to the **α6300** include silent shooting functionality, the ability to use AF in focus magnifier mode, expanded flexible spot AF, Eye AF in AF-C mode and more.

³ Approximate effective MPs.

⁴ Expandable up to ISO 51200 for stills and up to ISO 25600 for movies.

⁵ A-mount lenses with SSM or SAM only. Users can choose phase-detection AF or contrast-detection AF in AF System menu.

Powerful 24.2 MP Exmor CMOS Sensor and BIONZ X Processor

In order to maximise efficiency and overall camera performance, the **α6300** features a new 24.2 MP sensor that is an ideal match for its BIONZ X image processing engine.

The new image sensor employs copper wiring in its structure, which improves light collection efficiency and significantly accelerates readout speed. The BIONZ X processor features an upgraded image processing algorithm designed to maximise the sensor's overall capabilities. Together, the two key components work together to produce images with low noise and exceptional resolution in sensitivity settings up to ISO 51200³, in particular in the mid-to-high sensitivity range.

Ultimate 4K Resolution and Other Professional Video Capabilities

In another first for non-full-frame Sony interchangeable lens cameras, the new **α6300** offers internal 4K movie recording in Super 35mm format. When shooting in 4K, the camera uses full pixel readout without pixel binning to collect 20 megapixels of information – approximately 2.4x⁶ (6K equivalent) as many pixels as 4K UHD and then oversamples the information to produce high quality footage with exceptional detail and depth.

The camera utilises the XAVC S codec⁷ during video shooting, which records at a high bit rate of 100 Mbps⁷ during 4K recording and 50 Mbps during standard Full HD shooting, ensuring maximum detail and clarity in both video formats. Additionally, the camera will focus approximately twice as fast as its predecessor during movie shooting thanks to its new and improved AF system. AF speed and AF tracking sensitivity are also adjustable for expanded creativity.

Other professional calibre video features include the ability to record Full HD at 120 fps at 100 Mbps⁸, another first for α interchangeable lens cameras with APS-C sized sensors. This mode allows footage to be reviewed and eventually edited into 4x or 5x slow motion video files in Full HD⁹ (24p or 30p) resolution with AF tracking. The new $\alpha 6300$ also offers S-Log gamma recording¹⁰ for wide dynamic range shooting – approximately 14-stop latitude in S-Log3 gamma setting – and supports S-Gamut for a wider colour space. Both options allow for greater creativity for processing video post-production.

⁶ 1.6x in 30p setting.

⁷ An SDHC/SDXC memory card with a Class 10 or higher speed rating is required for XAVC S recording.

⁸ UHS Class 3 memory card is required for recording at 100Mbps.

⁹ Number of pixels required for Full HD movie recording is read out from the image sensor.

¹⁰ S-Log2 and S-Log3 are based on processing pictures.

Also included on the new camera is a microphone line input that accepts external microphones and also supports XLR input with Sony's XLR adapter kit, as well as Gamma Display Assist, a new function that allows users to monitor images or check focus when recording S-Log movies. The new model has enhanced Zebra functionality for greater exposure control. Picture profile settings are available, as well as Time Code / User Bit and much more.

Enhanced Operability and Ergonomics

The **α6300** camera is equipped with a high contrast, high-resolution XGA OLED Tru-Finder™ with approximately 2.4 million dots that offers exceptional corner-to-corner visibility. There is also a new mode available for the viewfinder that allows display of images at 120 fps, ensuring that action is displayed smoothly with very few afterimages, making subject tracking through the Tru-Finder™ easier than ever.

Aesthetically, the new **α6300** camera features an extremely solid feel in hand thanks to its robust, magnesium alloy design. It can be customised to fit nearly any shooting style or preferences, with 9 customisable buttons that one of 64 different functions can be assigned to. The camera adds a digital level gauge as well as upgraded dust and moisture resistance¹¹, a reinforced lens mount structure and a new shutter release button and mode dial with improved operability and grip.

The new **α6300** camera is Wi-Fi® and NFC compatible and fully functional with Sony's PlayMemories Mobile™ application available for Android™ and iOS platforms, as well as Sony's growing range of PlayMemories Camera Apps™, which add a variety of creative capabilities to the camera. It also supports QR code for easy connection to non-NFC smart phones.

The **α6300** (body only) and **α6300** single lens kit with SELP1650 lens will be launched from mid-March onwards at HK\$7,990 and HK\$8,990 (selling prices of Sony Store) respectively.

Order Now

From March 9 to March 13, 2016, the **α6300** (body only) and **α6300** single lens kit with SELP1650 lens are available for pre-ordering at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2345-2966 as well as authorized dealers. Customers will receive an accessory kit ACC-TRW (worth HK\$650) and a camera case LCS-SL10 (worth HK\$300) free of charge and purchase the following lenses at special offers:

¹¹ This camera is designed for optimal dust and moisture resistance, but is not waterproof or splashproof. For FE lens only.

Lenses	Special Offers
E-mount Lens SEL35F18	HK\$2,990 (Original price: HK\$3,590)
E-mount Lens SEL18200LE	HK\$5,690 (Original price: HK\$6,490)
E-mount Carl Zeiss Lens SEL1670Z	HK\$6,990 (Original price: HK\$7,990)
E-mount G Lens SELP18105G	HK\$3,990 (Original price: HK\$4,690)

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 Sony interchangeable lens camera α6300:

Model	α6300
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)
Number of pixels (effective)	Approx. 24.2 megapixels
Number of pixels (total)	Approx. 25.0 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</p> <p>L: 6000 x 4000 (24M), M: 4240 x 2832(12M), S: 3008 x 2000 (6.0M)</p> <p>16:9 aspect ratio</p> <p>L: 6000 x 3376(20M), M: 4240 x 2400(10M), S: 3008 x 1688(5.1M)</p> <p>Sweep Panorama</p> <p>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)
Picture Profile	Yes (Off / PP1-PP9) Parameters: Black level, Gamma (Movie, Still, Cine1-4, ITU709, ITU709 [800%], S-Log2, S-Log3), Black Gamma, Knee, Color Mode, Saturation, Color Phase, Color Depth, Detail, Copy, Reset
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 TRILUMINOSTM Color
Recording system (movie)	
Recording format	Recording format XAVC S/ AVCHD ver 2.0 compliant /MP4
Video compression	XAVC S:MPEG-4 AVC(H.264) AVCHD: MPEG-4 AVC (H.264) MP4: MPEG-4 AVC (H.264)
Audio recording format	XAVC S:LPCM 2ch/ AVCHD: Dolby Digital (AC-3) , 2ch, Dolby Digital Stereo Creator / MP4: MPEG-4 AAC-LC, 2ch
Image size (pixels)	XAVC S 4K: 3840 x 2160(30p, 100M): Approx.100Mbps 3840 x 2160(25p, 100M): Approx.100Mbps 3840 x 2160(24p, 100M): Approx.100Mbps 3840 x 2160(30p, 60M): Approx.60Mbps 3840 x 2160(25p, 60M): Approx.60Mbps 3840 x 2160(24p, 60M): Approx.60Mbps

	<p>XAVC S HD:</p> <p>1920 x 1080(120p, 100M): Approx.100Mbps</p> <p>1920 x 1080(100p, 100M): Approx.100Mbps</p> <p>1920 x 1080(120p, 60M): Approx.60Mbps</p> <p>1920 x 1080(100p, 60M): Approx.60Mbps</p> <p>1920 x 1080(60p, 50M): Approx.50Mbps</p> <p>1920 x 1080(50p, 50M): Approx.50Mbps</p> <p>1920 x 1080(30p, 50M): Approx.50Mbps</p> <p>1920 x 1080(25p, 50M): Approx.50Mbps</p> <p>1920 x 1080(24p, 50M): Approx.50Mbps</p> <p>AVCHD:</p> <p>1920 x 1080(60p, 28M, PS): Approx.28Mbps(Maximum bit-rate)</p> <p>1920 x 1080(50p, 28M, PS): Approx.28Mbps(Maximum bit-rate)</p> <p>1920 x 1080(60i, 24M, FX): Approx.24Mbps(Maximum bit-rate)</p> <p>1920 x 1080(50i, 24M, FX): Approx.24Mbps(Maximum bit-rate)</p> <p>1920 x 1080(60i, 17M, FH): Approx.17Mbps(Average bit-rate)</p> <p>1920 x 1080(50i, 17M, FH): Approx.17Mbps(Average bit-rate)</p> <p>1920 x 1080(24p, 24M, FX): Approx.24Mbps(Maximum bit-rate)</p> <p>1920 x 1080(25p, 24M, FX): Approx.24Mbps(Maximum bit-rate)</p> <p>1920 x 1080(24p, 17M, FH): Approx.17Mbps(Average bit-rate)</p> <p>1920 x 1080(25p, 17M, FH): Approx.17Mbps(Average bit-rate)</p> <p>MP4:</p> <p>1920 x 1080(60p, 28M): Approx.28Mbps</p> <p>1920 x 1080(50p, 28M): Approx.28Mbps</p> <p>1920 x 1080(30p, 16M): Approx.16Mbps</p> <p>1920 x 1080(25p, 16M): Approx.16Mbps</p> <p>1280 x 720(30p, 6M): Approx.6Mbps</p> <p>1280 x 720(25p, 6M): Approx.6Mbps</p>
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 TM when connected via HDMI cable) compatible with TRILUMINOS™ Color
Media	
Media	Memory Stick PRO Duo, Memory Stick PRO-HG Duo, Memory Stick Micro(M2), SD memory card, SDHC memory card(UHS-I compliant), SDXC memory card(UHS-I compliant), microSD memory card, microSDHC memory card, microSDXC memory card
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)
Focus point	425 points (phase-detection AF)/ 169 points (contrast-detection AF)
Sensitivity range	EV -1 to EV 20 (at ISO 100 equivalent with F2.0 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 (425 points (phase-detection AF), 169 points(contrast-detection AF)) / Zone / Center / Flexible Spot (S/M/L) /Expanded Flexible Spot/ Lock-on AF (Wide / Zone / Center / Flexible Spot (S/M/L)/Expanded Flexible Spot)
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	Exmor CMOS sensor
Metering sensitivity	EV -2 to EV 20 (at ISO 100 equivalent with F2.0 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, 3/5/9 frames selectable. With 3 or 5 frames, in 1/3, 1/2, 2/3, 1.0, 2.0, or 3.0 EV increments, with 9 frames, in 1/3, 1/2, 2/3, or 1.0 EV increments
AE lock	Locked when shutter button is pressed halfway. (Auto/On/Off selectable)
ISO sensitivity (Recommended Exposure Index)	Still images: ISO 100-25600 equivalent (ISO numbers up to ISO 51200 can be set as expanded ISO range), AUTO (ISO 100-6400, selectable lower limit and upper limit) Movies: ISO 100-25600 equivalent / AUTO (ISO 100-6400 equivalent, selectable lower limit and upper limit)
Viewfinder	
Type	1.0 cm (0.39 type) OLED electronic viewfinder (color)
Number of dots (total)	2,359,296 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, Digital Level Gauge, Histogram
LCD Screen	
Type	7.5cm (3.0 type) wide type TFT
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 imageadjustment 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	1/160 sec
Electronic front curtain shutter/ Silent Shooting	Yes, On/Off
SteadyShot INSIDE (image stabilization)	
Type	Not supported (image stabilization supported on 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	3/5/9 frames selectable. With 3 or 5 frames, in 1/3, 1/2, 2/3, 1.0, 2.0, 3.0 EV increments, with 9 frames, in 1/3, 1/2, 2/3, 1.0 EV increments
Flash modes	Flash off, Autoflash, Fill-flash, Slow Sync., Rear Sync. Red-eye reduction (On/Off selectable), Hi-speed sync , Wireless
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, Self-timer (Cont.), Bracketing (Cont., Single, White Balance, DRO)
Speed (approx., max.)	Continuous shooting: Hi+: 11 fps, Hi: 8 fps, Mid: 6 fps, Lo: 3 fps
No. of frame recordable (approx.)	JPEG Extra Fine L: 44 frames JPEG Fine L: 47 frames JPEG Standard L: 55 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 (Auto/ Manual/Off selectable), Slideshow, Panorama scrolling, Folder selection (Still / Date / MP4 / AVCHD/ XAVC S HD/ XAVC S 4K), 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
NFC™	One-touch remote/ One-touch sharing
HD output	HDMI micro connector (Type-D), BRAVIA Sync (link menu), PhotoTV HD, 4K still image playback, 4K movie output
Multi Interface Shoe	Yes
Others	Remote Control(RMT-DSLR2 (sold separately))
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
Power	
Battery	Rechargeable Battery Pack NP-FW50
Still images	Approx. 350 shots (viewfinder) / approx. 400 shots (LCD screen) (CIPA standard)
Movies	Actual: Approx. 70 min with viewfinder, approx. 75 min with LCD screen (CIPA standard) Continuous: Approx. 115 min with viewfinder, approx. 115 min with LCD screen (CIPA standard)
External power	AC Adaptor AC-PW20 (optional)
Weight	
With battery and Memory Stick PRO Duo	Approx. 404 g
Body only	Approx. 361 g
Dimensions	
W x H x D (excluding protrusions)	Approx. 120.0mm x 66.9mm x 48.8mm

Features and specifications are subject to change without notice.