

# SONY

## Press Release

**Sony's New Cyber-shot RX10 III Camera Brings Extended Zoom Capability to Acclaimed RX Line**  
*Cyber-shot RX10 III features versatile 24-600mm ZEISS Vario-Sonnar T\* F2.4-F4 Lens, 20.1 MP<sup>1</sup> 1.0-type Stacked CMOS sensor, internal 4K video recording, super slow motion capabilities and more*



- Featuring newly developed ZEISS<sup>®</sup> Vario-Sonnar T\* 24-600mm F2.4-4 large-aperture high-magnification zoom lens
- High-fidelity capture of image detail and fast readout with 20.1MP<sup>1</sup> 1.0-type stacked CMOS sensor with DRAM chip and BIONZ X processor
- 4K recording<sup>2</sup> with full pixel readout and no pixel binning and extensive video functions including S-Gamut/S-Log2 for compatibility with professional movie editing workflow
- Ultra-telephoto super slow motion recording at up to 1000fps<sup>3</sup>
- Fast Intelligent AF achieves 0.09-second<sup>4</sup> fast autofocus to capture decisive moments

**Hong Kong, April 26, 2016** – Sony today introduced the latest addition to the award-winning line of RX Cyber-shot cameras, the new RX10 III (DSC-RX10M3). Featuring a newly-developed extended 25x super-telephoto zoom lens with an incredible focal range of 24-600mm and silent shutter capability, it is designed for demanding photographers and videographers who want to shoot fast moving, far away subjects such as sports events, concerts or wild animals. It is able to reproduce high-quality content at a

<sup>1</sup> Approximate effective megapixels

<sup>2</sup> A class 10 or higher SDHC/SDXC memory card is required for movie recording in XAVC S format. UHS-I (U3) SDHC/SDXC card is required for 100Mbps recording

<sup>3</sup> In PAL mode. 960fps in NTSC mode. NTSC and PAL are switchable in the menu system

<sup>4</sup> CIPA standard, internal measurement, at 24mm (Wide) (35mm equivalent), EV8.2, Program Auto, AF area: Centre, with NTSC mode

variety of focal lengths and camera settings that would require more than three large lenses for an interchangeable-lens camera user.

The combination of the 20.1MP<sup>1</sup> 1.0-type stacked sensor, bright zoom lens and BIONZ X processor ensures the highest image quality throughout the whole focal range, whether shooting stills or video at up to 4K quality. Furthermore, by pairing the convenience of an ultra-telephoto lens with an innovative stacked CMOS image sensor, the RX10 III delivers new imaging experiences such as super slow motion video capture at up to 1000 fps all the way up close at ultra-telephoto range. It benefits from an extremely accurate AF that focuses in just 0.09<sup>5</sup> seconds and all of this is packaged in a premium body that combines practicality and rugged good looks.



### **Lens advantages**

The jewel in the crown of the RX10 III is the newly developed ZEISS<sup>®</sup> Vario-Sonnar T\* lens. Covering a huge 24-600mm (25x Optical magnification)<sup>5</sup> focal range, the RX10 III is ideal in a range of different shooting conditions, from wide angle scenery shots to ultra-telephoto images of sports events or wild birds, all in one compact package. The large-aperture lens (F2.4-4.0) maximises the ability of the 1.0-type large sensor to achieve high image quality and beautiful bokeh, even in the ultra-telephoto region.

Newly designed optics included eight ED glass elements including one super ED glass element, and two ED aspherical lenses<sup>6</sup>. All of these elements work together to compensate for chromatic aberration that often afflicts telephoto lenses and results in high-contrast and ultra-sharp image quality from corner to corner across the entire zoom range. The newly developed optical design contains the sophisticated advanced aspherical (AA) lens and delivers excellent imaging performance while keeping the lens unit itself small. Additionally, with a minimum focusing distance of 72cm at a fully extended 600mm (0.49x maximum magnification), the new lens is capable of producing amazingly detailed tele-macro images. The ZEISS<sup>®</sup> T\* Coating minimises flare and ghosting that often affects image quality in adverse lighting conditions and delivers faithful colour reproduction and clear image expression.

---

<sup>5</sup> 35mm equivalent

<sup>6</sup> 11 surfaces, including one AA lens

The aperture unit has nine blades that are designed to create a near-perfect circle in the F2.4 to F11 aperture range which enables soft, beautiful bokeh expression. The Optical SteadyShot™ algorithm has been optimised for the lens design of the RX10 III and delivers up to 4.5 stops<sup>7</sup> image stabilisation for outstanding protection against camera shake, even when shooting from the hand in ultra-telephoto or low-light conditions.

### **Premium Speed and Response Times**

The RX10 III features a 1.0-type stacked CMOS sensor with DRAM chip which is back-illuminated to allow it to collect light more efficiently. Combined with the BIONZ X image processing engine, the RX10 III achieves a wide sensitivity range of ISO 64<sup>8</sup> - ISO 12800, with low noise, even at high sensitivity settings. It employs a stacked structure that places the high-speed signal processing circuit on a different layer from the pixel area, significantly expanding the signal processing circuit and achieving astonishing high-speed processing. The DRAM chip at the rear of the sensor temporarily stores and allows readout of large volumes of signal data which can be processed without delay, enabling super slow motion recording at up to 1000fps.<sup>3</sup> This is especially beneficial when capturing dynamic footage from a long distance, such as stadium based sports events where close access to the subjects is impossible but impactful, high quality footage is required. The accelerated readout of data from the image sensor also delivers a major reduction in image distortion of fast-moving subjects such as tennis players or animals on the move.

With shutter speeds as fast as 1/32000 second, the electronic shutter performs comparably to mechanical shutters that don't distort images. Moreover, the electronic shutter can operate silently, so you can shoot recitals, wildlife and other sensitive subjects without disrupting the scene. Continuous shooting is possible at up to 14fps<sup>9</sup> which enables the photographer to capture moments of fleeting beauty or facial expressions. In addition, the RX10 III offers accurate tracking during continuous shooting with AF at up to 5fps.

The combination of the premium performance characteristics of the RX10 III and its extended zoom capabilities open up a whole new world of imaging experiences.

---

<sup>7</sup> CIPA-standard, pitch/yaw directions, at 600mm(35mm equivalent)

<sup>8</sup> When expanded. For still shooting only

<sup>9</sup> In Speed-priority Continuous shooting mode. Exposure and focus fixed in first frame



### **High Quality 4K<sup>3</sup> Movie Recording**

The RX10 III records video in 4K<sup>10</sup> quality at a high bit rate<sup>11</sup> in the highly efficient XAVC S format with full pixel readout and no pixel binning. This means that it captures approximately 1.7x more information than is required for 4K movie output and this oversampling effect enhances image detail as it minimises moiré and jaggies. The newly developed lens means that the camera can shoot high-quality 4K movies between 24-600mm, enabling huge flexibility in the types of shooting situations that can be captured. Furthermore, the inclusion of a high-speed front-end LSI assists the BIONZ X high-speed image processing engine in significantly reducing the rolling shutter phenomenon that can often distort how fast-moving subjects appear in 4K movies.

To enable compatibility with a professional video workflow, the RX10 III supports a variety of movie functions that are typically found on professional video cameras. The functions include Picture Profile, S-Gamut/S-Log2, Gamma Display Assist, enhanced Zebra function, clean HDMI output, TC/UB, REC Control, Dual REC, and Marker function.

### **High speed autofocus**

The RX10 III features the Fast Intelligent AF system that has attracted praise amongst RX10 II and RX100 IV users, with the spatial object detection algorithm fully optimised for the RX10 III. This allows the camera to predict the point of focus by detecting the subject even before the shutter button is pressed halfway. Once the shutter button is pressed halfway down, the camera focuses on the subject without delay, delivering a very smooth AF performance in just 0.09 seconds.<sup>4</sup>

---

<sup>10</sup> QFHD: 3840 x 2160

<sup>11</sup> Up to 100Mbps

## **New innovations**

The RX10 III features a number of other upgrades compared to the current RX10 models. These include triple lens rings for focus, zoom and aperture, each operable on the side of the lens for smooth operation. The handgrip shape has been optimised for the new high-magnification large-aperture lens, particularly to enhance grip security when holding the camera at eye level. A new Focus Hold button on the lens barrel allows the focus distance to be locked when it pressed and can also be assigned as a custom function button.



The new Cyber-shot RX10 III camera from Sony will be available from early May 2016 at HK\$11,990 (selling price of Sony Store). A new soft carrying case, LCJ-RXJ, will also be available for the RX10 III camera at HK\$650.

## **Order Now**

From April 26 to May 2, 2016, the Cyber-shot RX10 III is 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 well as authorized dealers. Customers will receive an accessory kit ACC-TRW (worth HK\$650) and a 64GB Hi-speed SD card SF-64UZ (worth HK\$509) for free. Additionally, customers could also purchase the camera case LCJ-RXJ at a special offer HK\$390 (worth HK\$650).

A variety of exclusive stories and exciting new content shot with the new RX10 III will be posted directly at the global [Sony Photo Gallery](#) and the [Sony Camera Channel on YouTube](#).

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>.

###

## Specifications of Cyber-shot digital camera DSC-RX10M3:

<b>Model</b>	
<b>DSC-RX10M3</b>	
<b>Image Sensor</b>	
Image Sensor	1.0 type (13.2 x 8.8mm) "Exmor RS" CMOS sensor, aspect ratio 3 : 2
Number of Pixels	[Effective] Approx. 20.1 megapixels [Gross] Approx. 21 megapixels
<b>Lens</b>	
Lens Type	ZEISS Vario-Sonnar T* Lens, 18 elements in 13 groups (6 aspheric elements including AA lens)
Focal Length	f=8.8-220mm
Focal Length (35mm equivalent)	[Still Image 3 : 2] f=24-600mm [Still Image 16 : 9] f=26-630mm [Still Image 4 : 3] f=27-650mm [Still Image 1 : 1] f=31-760mm [Movie 16 : 9] f=26-630mm(SteadyShot Standard), f=27-890mm(SteadyShot Active), f=30-910mm(SteadyShot Intelligent Active) (Movie 4K 16:9): f=28-680mm(SteadyShot Standard) (HFR 960fps) f=42-990mm(Quality Priority), f=60-1390mm(Shoot Time Priority) (HFR 480fps) f=28-680mm(Quality Priority), f=42-990mm(Shoot Time Priority) (HFR 240fps) f=26-630mm(Quality Priority), f=28-680mm(Shoot Time Priority)
F-number	F2.4(W)-4.0(T)
Focal Range (From the front of the lens)	AF (W:Approx.3cm to infinity, T:Approx.72cm to infinity),
ND Filter	--
<b>Camera</b>	
Imaging Processor	"BIONZ X"
Total Zoom Magnification	<b>Optical Zoom:</b> 25x(Optical Zoom during movie recording) <b>Clear Image Zoom:</b> Still Image: 20M Approx. 50x / 10M Approx. 70x / 5M Approx. 100x / VGA Approx. 380x <b>Digital Zoom:</b> Still Image : 20M Approx.100x / 10M Approx.140x / 5M Approx.200x / VGA Approx.380x
<b>Main Function</b>	
Wi -Fi	Yes
NFC	NFC: NFC forum Type 3 Tag compatible, One-touch remote, One-touch sharing
Optical Zoom during Movie Recording	Optical Zoom: 25x Clear Image Zoom: Approx. 50x Digital Zoom: Approx.100
Focus Mode	Single - shot AF (AF - S ) / Continuous AF (AF - C) / Direct Manual Focus (DMF) / Manual Focus
Focus Area	Wide/ Center/ Flexible Spot (S/M/L)/ Expanded Flexible Spot/ Lock on AF(Wide/Center/Flexible Spot(S/M/L)/ Expanded Flexible Spot)
Light Metering Mode	Multi Pattern/ Center Weighted/ Spot
Aperture	iAuto(F2.4/F11) / Program Auto(F2.4/F16) / Manual(F2.4/F16) / Shutter

	Priority(F2.4/F11) / Aperture Priority(F2.4/F16)
Shutter Speed	iAuto(4" - 1/2000) / Program Auto(30" - 1/2000) / Manual(Bulb, 30" - 1/2000) / Aperture Priority(30" - 1/2000) / Shutter Priority(30" - 1/2000)
Electronic Shutter	iAuto(4" - 1/32000) / Program Auto(30" - 1/32000) / Manual(30" - 1/32000) / Aperture Priority(30" - 1/32000) / Shutter Priority(30" - 1/32000)
ISO Sensitivity(REI) (Still Image)	Auto(ISO125-12800, selectable with upper / lower limit,100/125/160/200/250/320/400/500/640/800/1000/1250/1600/2000/2500/3200/4000/5000/6400/8000/10000/12800 (Extendable to ISO80/100),Multi-Frame NR:Auto(ISO125-12800), 200/400/800/1600/3200/6400/12800/25600
Exposure Compensation	Plus / Minus 3.0EV, 1 / 3EV step
SteadyShot	[Still image] Optical [Movie] Intelligent Active Mode, Optical type with electronic compensation, Anti Rolling type
White Balance	Auto / Daylight / Shade / Cloudy / Incandescent / Fluor (Warm White) / Fluor (Cool White) / Fluor (Day White) / Fluor (Daylight) / Flash / C.Temp., Filter / Custom WB micro adjustment: G7-M7,A7-B7
Shooting Mode (Still Image)	Superior Auto/ Intelligent Auto/ Program Auto/ Aperture Priority/ Shutter Speed Priority/ Manual Exposure/ MR(Memory Recall) 1,2,3, Movie Mode(Program Auto/ Aperture Priority/ Shutter Speed Priority/ Manual Exposure)/ Panorama/ Scene Selection/ HFR Mode(Program Auto, Aperture Priority, Shutter Speed Priority, Manual Exposure)
Scene Selection	Portrait/ Sports Action/ Macro/ Landscape/ Sunset/Night Scene/ Hand-held Twilight/ Night Portrait/ Anti Motion Blur
Panorama	Sweep Panorama
Picture Effect	Toy Camera/ Pop Color/ Posterization/ Retro Photo/ Soft High-key/ Partial Color/ High Contrast Monochrome/ Soft Focus/ HDR Painting/ Rich-tone Monochrome/ Miniature/ Watercolor/ Illustration
Picture Effect for Movie	Toy camera/ Pop Color/ Posterization/ Retro Photo/ Soft High-key/ Partial Color/ High Contrast Mono
Creative Style	Standard/ Vivid/ Neutral/ Clear/ Deep/ Light/ Portrait/ Landscape/ Sunset/ Night Scene/ Autumn Leaves/ Black & White/ Sepia/ Style Box
Still Image: Number of Recorded Pixels(Image Size)	3:2mode: 20M(5,472×3,648) / 10M(3,888×2,592) / 5M(2,736×1,824), 4:3mode: 18M(4,864×3,648) / 10M(3,648×2,736) / 5M(2,592×1,944) / VGA, 16:9mode: 17M(5,472×3,080) / 7.5M(3,648×2,056) / 4.2M(2,720×1,528), 1:1mode: 13M(3,648×3,648) / 6.5M(2,544×2,544) / 3.7M(1,920×1,920) , Sweep Panorama: Wide(12,416×1,856/5,536×2,160),Standard(8,192×1,856/3,872×2,160)
Still Image Number of recorded pixels (Image Size) during Movie	16:9mode:17M(5,472×3,080) / 7.5M(3,648×2,056) / 4.2M(2,720×1,528)
Dynamic Range Function	Off, Dynamic Range Optimizer (Auto / Level 1-5), Auto High Dynamic Range: Auto exposure difference, Exposure difference level (1.0 - 6.0EV, 1.0 - EV step)
Flash Mode	Auto / Fill - flash / Slow Sync / Rear Sync / Off/ Wireless(with optional compatible flash)
Flash Range	ISO Auto: Approx.1.0m to 10.8m (W) / Approx. 1.0m to 6.5m (T), ISO12800: up to Approx. 20.8m (W) / Approx. 12.8m (T)

Continuous Shooting Speed (Maximum)	Speed Priority Continuous Shooting: approx. 14 fps, Continuous Shooting: approx. 5 fps
<b>Monitor &amp; Viewfinder</b>	
Viewfinder	0.39-type electronic viewfinder(OLED), 2,359,296dots Brightness control: Auto, Manual(5steps) Field coverage: 100% Magnification: Approx. 0.70x with 50mm lens at infinity, -1m <sup>-1</sup> (diopter) (35mm equiv.) Eye-point: Approx.23mm from the eyepiece, 21.5mm from the eyepiece frame at -1m-1(diopter) (CIPA standard) Diopter: -4.0 to +3.0m <sup>-1</sup>
LCD	7.5cm(3.0type)(4:3) / 1,228,800 dots / Xtra Fine / TFT LCD / Angle Adjustment: Up by approx. 107degrees, down by approx. 42degrees Brightness Control: Manual (5 steps) / Sunny Weather mode
<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) *, Memory Stick XC-HG Duo, 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,MPF Baseline compliant), RAW (Sony ARW 2.3 format)  Movie: XAVC S/ AVCHD format Ver.2.0 compatible/ MP4
Movie Recording Mode NTSC/PAL Selector: [PAL] mode	<b>AVCHD:</b> 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), <b>XAVC S 4K:</b> 25p 100M(3,840x2,160/25p) / 25p 60M(3,840x2,160/25p), <b>XAVC S HD:</b> 50p 50M(1,920x1,080/50p) / 25p 50M(1,920x1,080/25p) / 100p 100M(1,920x1,080/100p) / 100p 60M(1,920x1,080/100p), <b>MP4:</b> 28M(1,920x1,080/50p) / 16M(1,920x1,080/25p) / 6M(1,280x720/25p)
HFR NTSC/PAL Selector: [PAL] mode	<b>XAVC S HD:</b> 50p 50M(1,920x1,080/250fps), 50p 50M(1,920x1,080/500fps), 50p 50M(1,920x1,080/1000fps) / 25p 50M(1,920x1,080/250fps), 25p 50M(1,920x1,080/500fps), 25p 50M(1,920x1,080/1000fps) <b>&lt;Sensor Readout Number of effective pixels&gt;</b> <b>Quality Priority:</b> 240fps/250fps(1,824x1,026), 480fps/500fps(1,676x566), 960fps/1000fps(1,136x384) <b>Shoot Time Priority:</b> 240fps/250fps(1,676x566), 480fps/500fps(1,136x384), 960fps/1000fps(800x270)
Interface	Input and Output Terminal : Multi/Micro USB Terminal, Hi-Speed USB (USB2.0), Micro HDMI, Microphone (3.5mm Stereo minijack), Multi Interface Shoe, Headphones
<b>General</b>	
Battery	NP - FW50 (supplied)
Dimensions (W x H x D)	132.5 x 94.0 x 127.4mm
Weight	Approx. 1095g(Battery and Memory Stick Duo are included) / Approx. 1051g (Body Only)
Print	Exif Print / PRINT Image Matching (PIM3) / Print Order Mark (DPOF) (Select / Folder / Date)
Others	Eye AF Face Detection Face Registration Smile shutter Quick Navi Digital Level Gauge (pitch and roll)

	WB Bracketing DRO Bracketing MF Assist Peaking Zebra Marker Display Micref Level Step Zoom/Quick Zoom Photographer Name & Copyright PC Remote Control ISO Auto Minimum Shutter Speed 4K image output TRILUMINOS Color PlayMemories Camera Apps
--	---

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