

# SONY

## Press Release

### Sony Announces New 4K and Full HD Action Cams with Superior Image Stabilization

*The FDR-X3000 & HDR-AS300 are first POV cameras with Balanced Optical SteadyShot™ (B.O.SS) image stabilisation*



- 4K<sup>1</sup> **FDR-X3000R** and Full HD **HDR-AS300R** Action Cams with Balanced Optical SteadyShot™ (B.O.SS) image stabilisation, even in 4K and high speed recording modes
- Intuitive operation, full control of shooting and on/off power settings with new Live-View Remote in wearable and mountable design
- Waterproof up to 60m with supplied Underwater Housing (MPK-UWH1)
- Ability to capture series of high-quality still images for 4K time-lapse movie
- New 1/2.5 type 8.2-megapixel<sup>2</sup> Exmor R™ CMOS sensor designed for video with 16:9 aspect ratio and BIONZ X™ processor, enabling full pixel readout without pixel binning
- New ZEISS® wide-angle lens with more natural image reproduction and significantly reduced distortion

**Hong Kong, September 23, 2016** – Sony today launched the latest 4K Action Cam and Full HD Action Cam that bring together all of Sony’s imaging expertise to deliver a great video experience. The new 4K **FDR-X3000R**<sup>3</sup> and full HD **HDR-AS300R** Action Cams contain a wealth of technologies that have never been seen in POV cameras. This includes Sony’s patented

---

<sup>1</sup> 3840 × 2160 pixels.

<sup>2</sup> Approximate effective megapixels. When SteadyShot™ is set to OFF and angle setting is set to wide.

<sup>3</sup> ‘R’ denotes that the Action Cam is supplied with the Live-View Remote.

B.O.SS technology which has been adapted for use in the Action Cam for the first time and has been rolled out across Sony's premium Handycam® range.



*FDR-X3000*

*HDR-AS300*

Designed with the changing real world usage in mind, the addition of B.O.SS into the new Action Cam models means that users don't have to worry about a jerky or jumpy video; they can focus on the activity they are participating in. The **FDR-X3000R** and **HDR-AS300R** may be mounted on a bicycle or car dashboard, or even be held in the hand using shooting grip (VCT-STG1), and it will always deliver noticeably more effective image stabilisation<sup>4</sup> compared to current models. This image stabilisation even compensates for strong camera shake and is available in 4K<sup>5</sup> and high speed recording modes.



The marriage of ease of use and beautiful results has been enabled by a number of different Sony technological wonders which are hidden beneath the Action Cam casing. Both the new Action Cam models are powered by the same BIONZ X™ processor which can be found inside Sony's

---

<sup>4</sup> Distortion in image quality or out of focus shots may occur when used in close proximity to vibrating motors and engines. Image results can be improved by using Action Cam with the optional accessory, Motor Vibration Absorber for the X3000/AS300 (AKA-MVA).

<sup>5</sup> The FDR-X3000R only.

flagship  $\alpha$ 7 cameras, and optimised for use in Action Cam. Light is captured via an Exmor R CMOS sensor and the new ZEISS® Lens delivers a more natural image with significantly less distortion than current models.<sup>7</sup> The combination of image sensor and processor enables full pixel readout without pixel binning for truer colours and reduced ‘jaggie’ effects. You can capture high-bitrate recordings in 4K at 100Mbps and Full HD at 50Mbps in the XAVC S™ format<sup>6</sup>. The **FDR-X3000R** can also shoot 120p in Full HD while the **HDR-AS300R** can shoot 120p in HD for impressive slow-motion footage. The stereo mic further ensures that sound is crisp and clear as a result of Wind Noise Reduction so you can actually record the audio that you want<sup>7</sup>.

In addition to being able to shoot beautifully balanced 4K video on the **FDR-X3000R**, both the **FDR-X3000R** and **HDR-AS300R** offer the option to capture approx. 8.3-megapixel<sup>8</sup> interval recording shots for stunning 4K time-lapse videos<sup>3</sup>. Simply edit your videos using the free Action Cam Movie Creator PC software<sup>9</sup> and share with whoever you want<sup>10</sup>. The Action Cam App can also create time-lapse movies in Full HD<sup>11</sup>. Be warned though, these results are likely to cause jealousy amongst your friends.



*3 Live-View Remote RM-LVR*

The new models come supplied with Sony’s latest Live-View Remote<sup>2</sup> which is approximately 30 per cent smaller than its predecessor, and can be attached to mount accessories such as the optional Handlebar Mount (VCT-HM2) using the supplied mount adaptor. This may also be worn like a wristband or attached to various optional accessories such as Shooting Grip (VCT-STG1) or the new Finger Grip (**AKA-FGP1**), with the key advantage being the ability to control shooting settings including power on/off and start/stop recording, without having to touch the

---

<sup>6</sup> A Micro SDXC/SDHC Class 10 or higher is required for XAVC S recording. Micro SDXC/SDHC UHS-I U3 or higher is required for 4K 100Mbps recording.

<sup>7</sup> Recorded audio level is diminished when used with the supplied Underwater Housing.

<sup>8</sup> Approximate.

<sup>9</sup> Requires ver. 5.1 for Windows or 3.1 for Mac or later.

<sup>10</sup> The Action Cam App can also create time-lapse movies in Full HD. Requires version 2.0 or later of the application. Available for Android and iOS.

<sup>11</sup> Requires version 2.0 or later of the application. Available for Android and iOS.

camera at all. Users can also control the camera with their smartphones and tablets with the free PlayMemories Mobile™ app. The new camera and Live-View Remote all feature a similar user interface and menu system, with a rich indication of camera settings that makes it easier to navigate menus and customise settings when needed.



Features that have proved to be very popular on the existing Action Cam models have been retained in the new models. This includes angle adjustment of “wide”, “medium” and “narrow”<sup>12</sup> and smooth zooming (up to 3x), the latter being changeable during recording. It also offers Loop Recording, high speed recording in Full HD at 100p<sup>13</sup> for stunning slow motion action, Live Streaming via the Ustream platform<sup>14</sup>, Burst Shooting, and the ability to manually adjust white balance and auto exposure shift.

The **FDR-X3000R** and **HDR-AS300R** benefit from a splash-proof body and is supplied with a fully waterproof Underwater Housing (MPK-UWH1) that is effective down to 60 metres. It also offers an in-built tripod socket, giving the flexibility to attach to a variety of accessories without needing an adaptor or housing and all terminals have been placed on the back of the of camera, making it easier to use HDMI, the Micro USB or the microphone jack even when attaching the camera to various Action Cam accessories.

---

<sup>12</sup> Medium and narrow are not available in 4K.

<sup>13</sup> Only the FDR-X3000 supports high speed recording in Full HD.

<sup>14</sup> Requires Wi-Fi tethering compatible smartphone or Wi-Fi router.

Sony’s own in-built movie creator, Highlight Movie Maker<sup>15</sup> automatically selects points of footage, action scenes, and now people’s faces, to create a short movie, complete with background music. GPS data overlay on video reads your speed data and location information recorded by built-in GPS and generates another video file by using Action Cam Movie Creator that displays your route and speed information so that you can archive your adventures with complete accuracy<sup>16</sup>.



*AKA-FGP1 Finger Grip*



*AKA-MCP1 MC Protector*

The growing range of Action Cam accessories is boosted further by two new introductions that are ideal compliments to the new Action Cam models. The **AKA-FGP1** Finger Grip allows for easy one-handed monitoring and operation of the Action Cam with Live-View Remote, and tilts up to approximately 120 degrees for interesting low and high angle shots. The **AKA-MCP1** MC Protector adds an extra layer of protection for the Action Cam lens, protecting it from dirt, dust and scratches when being used without the underwater housing. It has an advanced AR coating for great image quality and is even water and oil repellent.

The new **FDR-X3000R**, **HDR-AS300R**, **AKA-FGP1**, and **AKA-MCP1** from Sony will be available as below:

	Selling Prices (Sony Store)	Availability
4K Action Cam FDR-X3000 (Body only)	HK\$3,380	20 <sup>th</sup> October
FDR-X3000R with Remote Control	HK\$4,280	
Full HD Action Cam HDR-AS300 (Body only)	HK\$2,780	Mid of November
HDR-AS300R with Remote Control	HK\$3,680	

<sup>15</sup> Requires smartphone or tablet with PlayMemories Mobile™ ver.5.1 or later. Not available in XAVC S 4K, XAVC S HD 24p, or high speed recording modes.

<sup>16</sup> Requires post editing with Action Cam Movie Creator ver.5.2 for Windows/3.2 for Mac or later.

Finger Grip AKA-FGP1	HK\$220	Available Now
MC Protector AKA-MCP1	HK\$199	20 <sup>th</sup> October

### Order Now

From October 6 to October 16, the new 4K Action Cam FDR-X3000R 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 ordering the 4K Action Cam will receive a Sony rechargeable battery NP-BX1 (worth \$290) for free and also enjoy the following special offers:

Accessories	Selling Prices (Sony Store)
MC Protector AKA-MCP1, Finger Grip AKA-FGP1	HK\$220(worth HK\$419)
MC Protector AKA-MCP1, Handlebar Mount VCT-HM2	HK\$240(worth HK\$448)
MC Protector AKA-MCP1, Finger Grip AKA-FGP1 and Handlebar Mount VCT-HM2	HK\$360 (worth HK\$668)

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 4K Action Cam FDR-X3000R:

Model	FDR-X3000R
Camera Type	Digital 4K Video Camera Recorder
Image Sensor	1/2.5 type(7.20mm) back-illuminated "Exmor R"CMOS Sensor
Processor	BIONZ X image processor
Pixel Gross	approx. 8.57 Megapixels
Lens Type	ZEISS Tessar
Aperture	F2.8
Focal Length(35mm equivalent)(Movie)	f=17mm(WIDE), f=23mm(MEDIUM), f=32mm(NARROW)
Minimum Focus Distance	approx.50cm
Digital Zoom	3x

Effective Picture Resolution(movie)	approx. 8.2 Megapixels(16:9)
Effective Picture Resolution(still)	approx.8.2 Megapixels(16:9)
Still Image Size(Photo Mode)	<p>PHOTO Mode:  approx.12.0 Megapixels 16:9 (4624x2600) * When "Angle setting" is set to "WIDE".</p> <p>Motion Shot LE Photo Recording Mode  approx.2.1 Megapixels 16:9 (1920x1080)</p> <p>Time-lapse capture mode  approx.2.1 Megapixels 16:9 (1920x1080)</p> <p>approx.8.3 Megapixels 16:9 (3840x2160)</p>
Media Type	<p>MP4:  Memory Stick Micro™ (Mark 2)  Micro SD/SDHC/SDXC Memory Card(Class 4 or Higher)</p> <p>XAVC S (50Mbps and 60Mbps):  Micro SDHC/SDXC Memory Card(Class10 or Higher)</p> <p>XAVC S (100Mbps):  Micro SDHC/SDXC Memory Card(UHS-I U3 or Higher)</p>
Maximum Capacity of External Media	128GB
Video Format	<p>MP4: MPEG-4 AVC/H.264</p> <p>XAVC S format: MPEG-4 AVC/H.264</p>
Video Mode(Resolution)	<p>MP4:  PS:1920x1080 60p/50p,  HQ:1920x1080 30p/25p,  STD:1280x720 30p/25p,  HS120(HS100):1280x720 120p/100p  HS240(HS200):800x480 240p/200p</p> <p>XAVC S 4K:  30p/25p:3840x2160 30p/25p  24p:3840x2160 24p</p> <p>XAVC S HD:  120p/100p:1920x1080 120p/100p  240p/200p:1280x720 240p/200p  60p/50p:1920x1080 60p/50p  30p/25p:1920x1080 30p/25p  24p:1920x1080 24p</p>

Movie Recording Rate(Average Bit Rate/VBR)	MP4: PS:approx.28Mbps/ HQ:approx.16Mbps/ STD:approx.6Mbps/ HS120(HS100):approx.28Mbps HS240(HS200):approx.28Mbps/ XAVC S 4K 30p/24p:approx.60Mbps/approx.100Mbps 25p:approx.60Mbps/approx.100Mbps XAVC S HD 120p/240p:approx.60Mbps/approx.100Mbps 60p/30p/24p:approx.50Mbps 100p/200p:approx.60Mbps/approx.100Mbps 50p/25p:approx.50Mbps
Audio Format	MP4/MPEG-4 AAC-LC 2ch XAVC S/LPCM 2ch
Microphone/ speaker	Built-in Microphone Monaural Speaker
Wind noise reduction	Yes(Off/On)
Exposure System	Metering Modes: Multi-segment Exposure Compensation: AE Shift Exposure Settings: Auto Scene Mode(s): Auto/Underwater Backlight Compensation: Yes(Auto) Noise Reduction: Yes White Balance Mode: AUTO/Color Temp/Custom Minimum Illumination: 6 lux(1/30 Shutter Speed)
Live-View Remote	Yes
Wi-Fi(built-in)	Yes
Live Streaming	Yes
Time-lapse capture	(1s/2s/5s/10s/30s/60s)
Burst Shooting	(8fps/5fps/2fps)
Motion Shot LE	(8fps/5fps/2fps)
Loop Recording	Yes
Advanced Features	Color Setting: (Vivid/Neutral) Embedded GPS: Yes Image Stabilization: Balanced Optical SteadyShot image stabilization w/ Active mode Water Proof: Yes(In use with Underwater Housing (MPK-UWH1)) Splash Proof: Equivalent to IPX4

	Dust Proof: Yes(In use with Underwater Housing (MPK-UWH1) Shockproof: Yes(In use with Underwater Housing (MPK-UWH1) Airplane Mode: Yes
Interface	Multi/Micro USB Terminal
Dimensions (WxHxD)	Approx.29.4mm x 47.0mm x 83.0mm (including supplied battery)
Weight (Main unit only)	approx.89g
Battery Type	NP-BX1
Supplied Accessories	Rechargeable Battery Pack(NP-BX1) (1) micro USB Cable (1) "Startup Guide"(2) Underwater Housing(MPK-UWH1)(1) Attachment Buckle(1) Live-View Remote(1) Belt(1) Mount Adaptor (1) Cradle (1)

**Product Specifications of Full HD Action Cam HDR-AS300R:**

<b>Model</b>	<b>HDR-AS300R</b>
Camera Type	Digital HD Video Camera Recorder
Image Sensor	1/2.5 type(7.20mm) back-illuminated "Exmor R"CMOS Sensor
Processor	BIONZ X image processor
Pixel Gross	approx.8.57 Megapixels
Lens Type	ZEISS Tessar
Aperture	F2.8
Focal Length(35mm equivalent)(Movie)	f=17mm(WIDE), f=23mm(MEDIUM), f=32mm(NARROW)
Minimum Focus Distance	approx.50cm
Digital Zoom	3x
Effective Picture Resolution(movie)	approx.8.2 Megapixels(16:9)
Effective Picture Resolution(still)	approx.8.2 Megapixels(16:9)
Still Image Size(Photo Mode)	PHOTO Mode: approx.12.0 Megapixels 16:9 (4624x2600) * When "Angle setting" is set to "WIDE". Motion Shot LE Photo Recording Mode approx.2.1 Megapixels 16:9 (1980x1080) Time-lapse capture mode approx.2.1 Megapixels 16:9 (1920x1080) approx.8.3 Megapixels 16:9 (3840x2160)
Media Type	MP4: Memory Stick Micro™ (Mark 2) Micro SD/SDHC/SDXC Memory Card(Class 4 or Higher) XAVC S: Micro SDHC/SDXC Memory Card(Class10 or Higher)
Maximum Capacity of External Media	128GB
Video Format	MP4: MPEG-4 AVC/H.264 XAVC S format: MPEG-4 AVC/H.264
Video Mode(Resolution)	MP4: PS:1920x1080 60p/50p, HQ:1920x1080 30p/25p, STD:1280x720 30p/25p, HS120(HS100):1280x720 120p/100p HS240(HS200):800x480 240p/200p

	<p>XAVC S HD:  60p/50p:1920x1080 60p/50p  30p/25p:1920x1080 30p/25p  24p:1920x1080 24p</p>
<p>Movie Recording  Rate(Average Bit Rate/VBR)</p>	<p>MP4:  PS:approx.28Mbps/  HQ:approx.16Mbps/  STD:approx.6Mbps/  HS120(HS100):approx.28Mbps  HS240(HS200):approx.28Mbps  XAVC S HD  60p/30p/24p approx.50Mbps  50p/25p approx.50Mbps</p>
<p>Audio Format</p>	<p>MP4/MPEG-4 AAC-LC 2ch  XAVC S/LPCM 2ch</p>
<p>Microphone/ speaker</p>	<p>Built-in Microphone  Monaural Speaker</p>
<p>Wind noise reduction</p>	<p>Yes(Off/On)</p>
<p>Exposure System</p>	<p>Metering Modes: Multi-segment  Exposure Compensation: AE Shift  Exposure Settings: Auto  Scene Mode(s): Auto/Underwater  Backlight Compensation: Yes(Auto)  Noise Reduction: Yes  White Balance Mode: AUTO/Color Temp/Custom  Minimum Illumination: 6 lux(1/30 Shutter Speed)</p>
<p>Live-View Remote</p>	<p>Yes</p>
<p>Wi-Fi(built-in)</p>	<p>Yes</p>
<p>Live Streaming</p>	<p>Yes</p>
<p>Time-lapse capture</p>	<p>(1s/2s/5s/10s/30s/60s)</p>
<p>Burst Shooting</p>	<p>(8fps/5fps/2fps)</p>
<p>Motion Shot LE</p>	<p>(8fps/5fps/2fps)</p>
<p>Loop Recording</p>	<p>Yes</p>
<p>Advanced Features</p>	<p>Color Setting: (Vivid/Neutral)  Embedded GPS: Yes  Image Stabilization: Balanced Optical SteadyShot image stabilization w/ Active mode  Water Proof: Yes(In use with Underwater Housing (MPK-</p>

	<p>UWH1)</p> <p>Splash Proof: Yes(Equivalent to IPX4)</p> <p>Dust Proof: Yes(In use with Underwater Housing (MPK-UWH1)</p> <p>Shockproof: Yes(In use with Underwater Housing (MPK-UWH1)</p> <p>Airplane Mode: Yes</p>
Interface	Multi/Micro USB Terminal
Dimensions	Approx.29.4mm x 47.0mm x 83.0mm (including supplied battery)
Weight (Main unit only)	approx.84g
Battery Type	NP-BX1
Supplied Accessories	<p>Rechargeable Battery Pack(NP-BX1) (1)</p> <p>micro USB Cable (1)</p> <p>"Startup Guide"(2)</p> <p>Underwater Housing(MPK-UWH1)(1)</p> <p>Attachment Buckle(1)</p> <p>Live-View Remote(1)</p> <p>Belt(1)</p> <p>Mount Adaptor (1)</p> <p>Cradle (1)</p>