

SONY

Press Release

The Compact 50x Super Optical Zoom Cyber-shot HX350 from Sony is Big on Imaging Power



- **ZEISS® Vario-Sonnar T* lens with 50x optical zoom and 100x Clear Image Zoom¹ for awesome close-ups**
- **Shoot like a pro with manual controls and electronic viewfinder in a compact DSLR-style body**
- **Back-illuminated Exmor R™ CMOS sensor with 20.4 effective megapixels and BIONZ X™ image processing engine**
- **Optical SteadyShot™ and Intelligent Active Mode for smooth, stable stills and Full HD movies**
- **Sharp, speedy focus of moving subjects with Lock-on AF and DMF (Direct Manual Focus)**

Hong Kong, January 13, 2017 – From expansive landscapes to exotic wildlife and family portraits: every scene's covered with the new Cyber-shot HX350 high-zoom camera from Sony. Discerning photographers graduating from smartphone snaps will love the mix of easy-to-use features and DSLR-inspired styling. Fitting beautifully in your hand, the HX350 packs big camera performance into a compact body – for limitless creative possibilities with a fixed lens.

¹ At optical wide-end.



You're good for any shooting situation, with the ZEISS® Vario-Sonnar T* lens offering a huge 50x optical zoom range – corresponding to 24mm wide angle to 1,200mm super telephoto (equivalent in 35mm format). Clear Image Zoom doubles maximum magnification to a breath-taking 100x¹, bringing distant buildings, people and animals jaw-droppingly close.

Camera shake is the enemy of high-zoom shooting, as any pro knows. Optical SteadyShot™ cuts handheld wobbles for crisper stills, rapidly shifting a group of lens elements to correct for the slightest hand tremors. Intelligent Active Mode keeps Full HD videos equally sharp and blur-free with Sony's proprietary frame analysis technology.

Enthusiasts will be impressed by the high-resolution back-illuminated Exmor R™ CMOS sensor with 20.4 effective megapixels and speedy BIONZ X™ image processing engine. Even if you're shooting handheld indoors or in low light, you'll value crisp, low noise images and pristine Full HD video footage.



The easy to use Cyber-shot HX350 is loaded with serious shooting options. There's a manual ring for smooth adjustment of zoom/focus, plus an easily-accessible mode dial and custom button for quick adjustment of favourite settings. And with full P/A/S/M controls, you've got all the exposure options you need to craft stunning pictures and Full HD videos. Movie-makers will also welcome the extra detail of a 24p shooting mode that gives footage that authentically cinematic look.



The choice is yours when it comes to framing shots with confidence. Look through the camera's high-contrast electronic viewfinder – just like you'd expect on a DSLR – or switch to the manually tiltable 7.5cm (3.0-type) LCD with 921k dot resolution.

Extra shooting refinements include Motion Shot Video that traces your tennis serve or golf swing as a split-second series of superimposed images. After shooting, connect the camera to your 4K television for a big, beautiful view of your photos. Support for TRILUMINOS™ Display Colour on compatible BRAVIA™ TVs ensures still shots bursting with vivid, vibrant colours.

The new Cyber-shot HX350 from Sony will be available from January 19, 2017 at HK\$3,490.

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-HX350V:

Model	DSC-HX350V
Image Sensor	
Image Sensor	1/2.3 type(7.82mm) Exmor R™ CMOS sensor
Number of Pixels	Approx. 21.1 Megapixels (Gross) Approx. 20.4 Megapixels(Effective)
Lens	
Lens Type	ZEISS Vario Sonnar T* (15 elements in 10 groups (including 1superED glass element, 2ED glass element and 3aspheric element))
Focal Length (35mm equivalent)	f=4.3-215mm (Still Image3:2): f=25-1250mm (Still Image4:3): f=24-1200mm (Still Image16:9): f=26-1300mm (Still Image1:1): f=28.5-1425mm (Movie16:9): f=26.5-1325mm (SteadyShot Standard), f=28-1850mm (SteadyShot Active), f=31-1900mm (SteadyShot Intelligent Active) (Movie4:3): f=32.5-1625mm (SteadyShot Standard), f=34.5-2300mm (SteadyShot Active), f=38-2350mm (SteadyShot Intelligent Active)
F-number	F2.8 (W) - 6.3 (T)
Camera	
Imaging Processor	"BIONZ X™"
Total Zoom Magnification	50x (Optical Zoom during movie recording) Clear Image Zoom: Still Image 20M Approx.100x / 10M Approx.142x / 5M Approx.200x / VGA Approx.810x / 15M(16:9) Approx.100x / 2M(16:9) Approx.270x Movie: Approx. 100x Digital Zoom: Still Image: 20M Approx. 200x / 10M Approx. 284x / 5M Approx. 400x / VGA Approx. 810x / 15M (16:9) Approx. 200x / 2M (16:9) Approx. 540x Movie: Approx. 200x

Main Function	
Focus Mode	Single-shot AF/ DMF/ Manual Focus/ Continuous AF(Advanced sports & Movie Only)
AF Illuminator	Auto / Off
Light Metering Mode	Multi Pattern/ Center Weighted/ Spot
Aperture	iAuto (F2.8-F6.3 (W)) / Program Auto (F2.8-F6.3 (W)) /Aperture Priority (F2.8-F8.0(W)) / Sutter Priority (F2.8-F6.3(W)) / Manual (F2.8-F8.0 (W))
Shutter Speed	iAuto(4" - 1/4000) / Program Auto(1" - 1/4000) / Shutter Priority(30" - 1/4000) / Aperture Priority(8" - 1/2000) / Manual(30" - 1/4000)
ISO Sensitivity(REI)	Still Image: Auto(ISO80-3200, selectable with upper / lower limit), 80/100/125/160/200/250/320/400/500/640/800/1000/1250/1600/2000/2500/3200, Multi-Frame NR:Auto(ISO80-3200),100/200/400/800/1600/3200/6400/12800 Movie: Auto(ISO80-3200, selectable with upper / lower limit),80/100/125/160/200/250/320/400/500/640/800/1000/1250/1600/2000/2500/3200
Exposure Compensation	Plus / Minus 2.0EV, 1 / 3EV step
SteadyShot	Optical
Optical SteadyShot Active Mode (for Movie)	Intelligent Active Mode, Optical type with electronic compensation, Anti Rolling type (5 Axis correction)
White Balance	Auto/ Daylight/ Cloudy/ Fluorescent Cool White / Fluorescent Day White / Fluorescent Daylight / Incandescent/ Flash/ C.Temp./Filter / Custom/ WB micro adjustment: G7-M7,A7-B7
Shooting Mode	Program Auto/ Aperture Priority/ Shutter Speed Priority/ Manual Exposure/ MR(Memory Recall) 1,2/ Movie Mode(Program Auto,Aperture Priority,Shutter Speed Priority,Manual Exposure)/ Panorama/ Scene Selection/ Intelligent Auto/ Superior Auto
Scene Selection	High Sensitivity/ Night Scene/ Handheld Twilight/ Night Portrait/ Landscape/ Portrait /Soft Skin/ Anti Motion Blur/ Beach/ Snow/ Fireworks/ Advanced Sports Shooting/ Gourmet/ Pet Mode
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)	<p>3:2mode: 18M(5,184×3,456) / 8.9M(3,648×2,432) / 4.5M(2,592×1,728) /</p> <p>4:3mode: 20M(5,184×3,888) / 10M(3,648×2,736) / 5M(2,592×1,944) / VGA /</p> <p>16:9mode: 15M(5,184×2,920) / 7.5M(3,648×2,056) / 2.1M(1,920×1,080) /</p> <p>1:1mode: 15M(3,888×3,888) / 7.5M(2,736×2,736) / 3.7M(1,920×1,920) /</p> <p>Sweep Panorama: Wide(7,152×1,080/4,912×1,920) / Standard(4,912×1,080/3,424×1,920) / Sweep Panorama:360 (11,520×1,080)</p>
Face Detection	<p>Off / ON</p> <p>Maximum number of detectable faces : 8 faces</p>
Red Eye Reduction	On / Off
Flash Mode	Flash Off / Autoflash / Fill-flash / Slow Sync. / Advanced Flash /Rear Sync.
Flash Range	ISO Auto: Approx. 0.5m to 8.5m (W) / Approx. 2.4m to 3.5m (T), ISO3200: up to Approx. 12.0m (W) / Approx. 5.1m (T)
Continuous Shooting Speed (Maximum)	Approx. 10 fps (for up to 10 shots)
Monitor & Viewfinder	
LCD	<p>7.5cm(3.0type)(4:3) / 921,600 dots / Xtra Fine /TFT LCD/ Brightness control: Manual(5 steps)</p> <p>Angle Adjustment: Up by approx. 90degrees, down by approx. 60degrees</p>
Viewfinder	<p>Electrical (0.5cm (0.2 type), 201.600dots equivalent)</p> <p>Field coverage: 100%</p> <p>Diopter: Yes</p>
Recording	
Recording Media * w/ Adaptor (not supplied)	<p>Memory Stick Duo</p> <p>Memory Stick PRO Duo</p> <p>Memory Stick PRO Duo (High Speed)</p> <p>Memory Stick PRO HG Duo</p> <p>Memory Stick Micro *</p> <p>Memory Stick Micro (Mark2) *</p> <p>Memory Stick XC-HG Duo</p> <p>SD Memory Card</p> <p>SDHC Memory Card</p> <p>SDXC Memory Card</p> <p>microSD Memory Card *</p> <p>microSDHC Memory Card *</p> <p>microSDXC Memory Card *</p>
Recording File Format	<p>JPEG(DCF Ver.2.0,Exif Ver.2.3,MRF Baseline compatible)</p> <p>Movie: AVCHD format Ver.2.0 compatible/ MP4</p>

Movie Recording 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), MP4: 12M(1,440x1,080/25fps) / 3M VGA(640x480/25fps)
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	HD(HDMI)
USB	Auto (MultiConfiguration)/ Mass Storage/ MTP
Battery	NP-BX1
Dimension (W x H x D)	129.6mm x 93.2mm x 103.2mm
Weight	Approx. 652g (Battery and Memory Stick DUO are included) / Approx. 625g (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 Digital Level Gauge (Roll) WB Bracket MF Assist Lock-on AF 4K Still Image Output

Features and specifications are subject to change without notice.