

SONY

Press Release

Sony Launches Ultra-Compact, Robust and Waterproof RX0 Camera

Introducing multi-unit, multi-view shooting to create a new imaging experience that has never been seen before



- High-quality imaging technology in an ultra-compact & tough body: Waterproof^{1,2}, Shockproof^{3,1} and Crushproof^{4,1}
- 1.0-type stacked 15.3MP⁵ Exmor RS™ CMOS image sensor
- Featuring ZEISS® Tessar T* 24mm⁶ F4 Fixed wide-angle lens with maximum shutter speed of up to 1/32000 second and ability to shoot at up to 16 fps⁷
- Range of creative video functionality including 40x Super Slow motion⁸ recording, Picture Profile (S-Log2), and 4K⁹ Clean HDMI Output
- Multi-camera control for multi-view shooting either wirelessly or with wired connection

¹ Depending on usage conditions and circumstances, no guarantee is made regarding damage to, malfunction of, or waterproof performance of this camera

² Compliant with JIS/IEC protection levels (based on Sony tests). Shooting in depths of up to 10 metres is possible for up to 60 minutes (JIS: Japan Industrial Standards; IEC: International Electrotechnical Commission)

³ Capable of withstanding a fall of 2.0 metres from MIL-STD-810G C1 Method 516.7-Shock compliant 5 cm plywood (based on Sony tests)

⁴ Capable of withstanding a load of 200kgf /2000N (based on Sony tests)

⁵ Approximate effective megapixels

⁶ 35mm equivalent

⁷ In Speed Priority Continuous mode. Focus and exposure settings fixed at first shot

⁸ Up to 1000fps super slow motion can be recorded. Image quality approaches Full HD quality at 250fps in Quality Priority mode. Sound cannot be recorded when shooting slow motion and setting conditions of focus, exposure, focus area, frame rate and other settings are fixed when start shooting. Micro SDHC/ Micro SDXC memory card of Class 10 or higher is required

⁹ QFHD:3840×2160

Hong Kong, October 11, 2017 – Sony today announced a new type of camera which enables entirely new imaging possibilities, and inspires an unprecedented scope of expression from all who take it in hand. The **RX0** (model name: **DSC-RX0**) marries the hallmark leading image quality of the Sony RX series with advanced photo and video capabilities, all compressed into a robust, waterproof ultra-compact body.

Designed to facilitate creative photographic and videographic expression beyond current limitations, the **RX0** is equally adept at shooting still images, filming video or can be used as part of a multi-camera set-up to create an inspiring series of images, videos and super slow motion footage from a multitude of different perspectives. Its miniature dimensions and all-around versatility maximise freedom to tackle photographic and videographic challenges in new ways, always with the assurance of high quality results.



Weighing just 110g¹⁰ and measuring 59mm x 40.5mm x 29.8mm (WxHxD)¹¹, the **RX0** redefines how small and light a premium compact camera can be. It can be used as a standalone camera for capturing photos or videos in any shooting conditions including the rain, underwater, or in sandy or dusty environments and is equally adept as a part of a multi-camera setup to shoot subjects from a variety of different viewpoints.

Stimulating imaginations

In addition to conventional bullet-time and time-slice shooting, the **RX0** multi-camera shooting solution opens the door to a new world of imaging opportunity and can be organised in a number of different ways. Sony's wireless radio commander, the **FA-WRC1M** can be used to trigger up

¹⁰ Approximate weight with battery and media included

¹¹ Approximate dimensions

to fifteen¹² **RX0**'s. The PlayMemories™ Mobile¹³ app allows up to five **RX0** models to be connected wirelessly and the perfectly balanced form factor means that units can easily be secured in tough shooting positions to capture incredible new perspectives. A wireless multi-camera shooting solution capable of connecting further **RX0** units when an access point is used¹⁴ is currently being developed and will be released in January 2018 via a firmware update. For users looking for a more reliable wired connection, a camera control box is also being developed and will be released in January 2018.



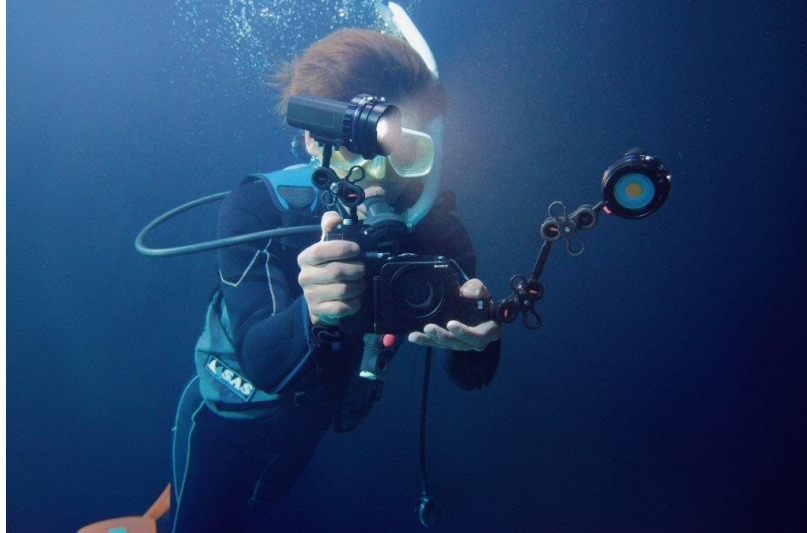
Power packed

The **RX0** is packed full of advanced Sony technology and features a 1.0-type stacked 15.3 MP⁶ Exmor RS CMOS image sensor, BIONZ X[®] processor and a wide-angle ZEISS[®] Tessar T* 24mm F4 fixed lens to deliver high resolution and less distortion results for both RAW and JPEG stills and across all supported video formats. It has an Anti-Distortion Shutter of up to 1/32000 second and can shoot at up to 16 fps, meaning that even fast moving objects are beautifully and accurately rendered. For those looking to capture the decisive moments of daily life, the compact nature of **RX0** means that usage is as unobtrusive as possible, thus maximising the possibility for natural, high quality shooting.

¹²Wireless Radio Receiver FA-WRR1 and Multi Terminal Cable VMC-MM1 are required

¹³For smartphone or Tablet. Latest version is required

¹⁴Depending on the specifications of an access point, smartphone or tablet to be used as well as the radio wave environment of the installation location, the number of devices that can be connected will vary



RX0 is waterproof^{1,2} at depths of up to 10 metres and when used with the new **MPK-HSR1** Housing, can be used down to a staggering 100 metres depth¹⁵. It is shockproof^{3,1} when dropped from up to 2 metres and crushproof^{4,1} to 200kgf / 2000N, making it durable enough to withstand shooting in difficult situations where traditional cameras simply cannot go. Users can now produce content that simply has previously not been possible and the rain, sand and space-limited or dusty environments are no longer a barrier.



Video Excellence

The **RX0** was conceived as a camera that is just as useful to the videographer as the photographer and this spirit manifests itself with a host of creative video features delivering stunning video results. For those who want to incorporate super slow motion footage⁸, the **RX0**

¹⁵ Under water, the shortest focal distance is increased, causing the angle of field to be narrower

offers the opportunity to shoot at up to 1000 frames per second, offering the opportunity to transform even the most mundane moment into something spectacular. For production flexibility, you can use 4K clean HDMI output to record uncompressed video to an external recorder. With both MF Assist and Peaking Functions, the focus can be precisely adjusted to your exact specifications and Picture Profile options and S-Log2 offer creative freedom to deliver the end result that you envisioned in your mind. Time Code / User Bit features provide an essential tool for multi-camera shoots in particular, making the editing process a much easier experience, and Preset Focus options add a true element of control to a shoot.



VCT-CGR1 Cage

Full Range of Accessories

To maximise the potential of **RX0**, a host of new optional accessories to support new ways of shooting have also been launched. These include the VCT-CGR1 Cage for increased system flexibility, the MPK-HSR1 Housing, enabling the **RX0** to be taken down to depths of up to 100 metres underwater,¹⁵ the CPT-R1 Cable Protector, VF-SPR1 Spare Lens Protector, VFA-305R1 Filter Adaptor Kit which includes filter adaptor, lens hood and MC protector, NP-BJ1 Rechargeable Battery Pack and ACC-TRDCJ Accessory Kit.

The **RX0** camera from Sony will be available from end of October 2017 at HK\$6,290.

Accessories	Selling prices
Battery NP-BJ1	HK\$340
Battery charging kit ACC-TRDCJ	HK\$440
Cable Protector CPT-R1	HK\$340
Spare Lens Protector VF-SPR1	HK\$850
Cage VCT-CGR1	HK\$2,090
100M Underwater Housing MPK-HSR1	HK\$7,690

Full technical specifications of the RX0 can be viewed [here](#)

For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

About Hong Kong Marketing Company

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