

# SONY

## Press Release

### Sony Marries Overwhelming Continuous Flash Performance with Advanced Operability Options and Wireless Control with Launch of New Flagship GN60 HVL-F60RM Flash



HVL-F60RM

**Hong Kong, 16 March, 2018** – Sony today announced a new flagship addition to its digital imaging range with the launch of the HVL-F60RM Flash. Addressing the needs of the increasing numbers of professional photographers switching to the Sony  $\alpha$  system, the HVL-F60RM offers high-power flash output, reliable continuous performance and advanced control features with integrated radio control options.

The HVL-F60RM has a guide number of 60<sup>1</sup> and covers illumination angles from 20mm<sup>2</sup> to 200mm<sup>3</sup>, providing uniform wide-range zoom coverage without shading with continuous shooting up to 220<sup>4</sup> flashes. The use of heat-resistant materials and the deployment of new advanced algorithms means that heat resistance has been increased by as much as 4x<sup>5</sup> compared to the previous model, HVL-F60M.

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<sup>1</sup> 200mm at ISO100 in metres

<sup>2</sup> 14mm with wide panel

<sup>3</sup> 35mm full-frame equivalent

<sup>4</sup> With Ni-MH batteries, according to Sony testing

<sup>5</sup> According to Sony testing



Further improvements have been made to the recycle time which has been reduced to 1.7 seconds<sup>4</sup> or just 0.6 seconds<sup>4</sup> with the new External Battery Adaptor, FA-EBA1. One of the star features of previous Sony flashes, Quick Shift Bounce is again a feature that allows the photographer to quickly shift from horizontal to vertical orientation, 90 degrees left or right, upward by up to 150 degrees, and downward by 8 degrees for flexible positioning and optimum lighting for a wide range of scenes.



HVL-F60RM with FA-EBA1

Independent light output level (LEVEL +/-) buttons allow direct control of output or compensation, supporting an efficient workflow. A comprehensive display facilitates adjustments and flash output level confirmation also provide intuitive access to flash output settings for paired wireless flashes.

Functions can be freely assigned to the unit's four-way controller, centre button, and control wheel for easy access when required. Furthermore, TTL flash output can be memorised and

recalled in manual mode when needed for immediate use or use after minor adjustment. This is another feature that can simplify manual workflow and save time.

The dust- and moisture-resistant design<sup>6</sup> of the HVL-F60RM allows flash shooting, even in challenging environments and a new optional Rain Guard<sup>7</sup>, FA-RG1, minimises ingress of water dripping into the flash and camera<sup>8</sup>. Another example of the complete attention to detail that has gone into the design of the HVL-F60RM, is the metal foot of the Multi Interface Shoe™ connection which has been re-designed to minimise damage and increase reliability.



HVL-F60RM with FA-RG1 on the A7R III and SEL85F14GM

A pre-requisite for leading-edge studio set-ups, the wireless radio communication is non-directional so receiver flash units can be positioned anywhere up to approximately 30 metres<sup>3</sup> away from the camera, even in situations where reflectors or other obstacles would interfere with optical communication. A HVL-F60RM mounted on a compatible camera<sup>9</sup> functioning as transmitter can be paired with off-camera units functioning as receivers. Multiple flashes are supported with the user able to use up to 15 flash units, assigned in to up to 5 groups<sup>10</sup> or wireless flash control and the use of a pairing system effectively prevents interference from other electronic devices.

In addition to an auto white balance function that automatically adjusts for light colour in the scene being photographed, amber and green colour filters are supplied as standard and can be used to match or complement existing lighting in order to achieve natural white balance or create a specific atmosphere.

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<sup>6</sup> Not guaranteed to be 100% dust and moisture proof

<sup>7</sup> Not to completely protect against water ingress. When the camera is held in the portrait orientation or at a tilt for photographing, in particular, it may fail to protect against water ingress

<sup>8</sup> With this unit attached, the camera may fail to record audio during video shooting, depending on the model. For the camera models to which this precaution applies, visit <http://www.sony.net/acc/rg1/>.

<sup>9</sup> Refer to the Sony support page for camera compatibility information: <http://www.sony.net/flash/f60rm/>

<sup>10</sup> In the Group flash mode. Up to 3 groups in the TTL or Manual flash mode

The new HVL-F60RM Flash, FA-EBA1 External Battery Adaptor and FA-RG1 Rain Guard from Sony will be available from April 2018 at HK\$4,690, HK\$1,990 and HK\$190 respectively.

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

**About Hong Kong Marketing Company**

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