

# SONY

## Press Release

### Sony's New RX100 VI Camera Combines Versatile 24-200mm Large Aperture, High Magnification Zoom Lens with World's Fastest AF Speed



- Maintains compact body size of the acclaimed RX100 series while adding a ZEISS® Vario-Sonnar T\* 24-200mm<sup>1</sup> F2.8–4.5 large aperture high magnification zoom lens
- World's fastest<sup>2</sup> 0.03 seconds<sup>3</sup> AF speed combined with 315 focal-plane phase-detection AF points covering approximately 65% of frame
- 1.0-type stacked 20.1 MP<sup>4</sup> Exmor RS™ CMOS image sensor with DRAM chip and upgraded BIONZ X™ image processor and Front-end LSI
- High-speed continuous shooting at up to 24 fps<sup>5</sup> with full AF/AE tracking
- Optical image stabilization equivalent to a 4.0-stop<sup>6</sup> faster shutter speed
- High Resolution 4K<sup>7</sup> movie shooting with full pixel readout and no pixel binning plus 4K HDR<sup>8</sup> for instant HDR workflow
- LCD touch focusing and touchpad focus point control

**Hong Kong, June 21, 2018** – Sony, a worldwide leader in digital imaging and the world's largest image sensor manufacturer – has announced another exciting model for their popular Cyber-shot RX100 series of compact cameras, the [RX100 VI \(model DSC-RX100M6\)](#).

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<sup>1</sup> 35mm format equivalent

<sup>2</sup> Along with the RX10 IV. Among fixed lens digital cameras with 1.0-type sensor. As of June 2018 press release, based on Sony research

<sup>3</sup> CIPA standard, internal measurement, at f=9.0mm (wide-end), EV6.9, Program Auto, Focus mode: AF-A, Focus area: Center

<sup>4</sup> Approximate effective megapixels

<sup>5</sup> With "Continuous shooting mode: Hi"

<sup>6</sup> CIPA standard, pitch/yaw directions, at 200mm (35mm format equivalent)

<sup>7</sup> CIPA standard, pitch/yaw directions, at 200mm (35mm format equivalent)

<sup>8</sup> QFHD: 3840×2160



The innovative new **RX100 VI** camera is the first of all the RX100 models to include a high magnification zoom lens, as it packs in an impressive ZEISS® Vario-Sonnar T\* 24-200mm<sup>1</sup> F2.8-4.5 lens yet doesn't sacrifice the pocket-size portability, fast responsiveness and high image quality that has become the hallmark of Sony's RX100 line-up. It's extensive zoom, impressive image quality and versatility for both still images and video make it an ideal choice for capturing daily life, cityscapes, portraiture, sports, wildlife and everything in between.

The new model is equipped with a 20.1 MP 1.0-type stacked Exmor RS™ CMOS image sensor with DRAM chip and an upgraded BIONZ X™ image processing system with a front-end LSI that maximizes processing speed and optimizes image quality in all shooting environments. Additionally, the **RX100 VI** features an incredibly efficient Fast Hybrid AF system with 315-point phase-detection AF points on the sensor that can acquire focus in as little as 0.03 seconds<sup>3</sup>, the world's fastest<sup>2</sup> AF acquisition time for 1.0-type sensor cameras. It can also shoot at up to 24 fps<sup>5</sup> at full resolution with continuous AF/AE tracking and produces beautiful 4K<sup>8</sup> video with full pixel readout and no pixel binning.

### **New High-Magnification 24-200mm Zoom Lens plus Outstanding Image Quality**

A first for Sony's RX100 series of cameras, the new ZEISS® Vario-Sonnar T\* 24-200mm F2.8–4.5 lens packs the power of both 24-70mm and 70-200mm<sup>1</sup> focal lengths into a singular compact design. This is achieved thanks to its unique design featuring two ED (extra-low dispersion) aspherical glass elements and eight aspherical lens elements including four AA (advanced aspherical) lenses. All pieces work together seamlessly to deliver outstanding sharpness from corner-to-corner at all focal lengths, maintaining the acclaimed image quality of the RX100 series.

The impressive new lens on the **RX100 VI** maintains a large aperture throughout the entire zoom range, ensuring portraits can be created with beautiful background defocus, fast moving subjects can be captured with crisp focus and no blurring, and much more. Additionally, the lens has built-in Optical SteadyShot™ image stabilization that is equivalent to a 4.0-stop<sup>6</sup> faster shutter speed, helping to prevent camera shake or blurry images even in a low-light condition or at telephoto zoom range.

### **Lightning-Fast AF Performance and Shooting Speeds**

The new **RX100 VI** features a Fast Hybrid AF system that ultimately allows the camera to lock focus in as little as 0.03 seconds<sup>3</sup>. This innovative AF system combines the respective advantages of 315-point focal-plane phase-detection AF points that cover approximately 65% of the sensor and contrast-detection AF. This high speed focusing complements the versatile 24-200mm<sup>1</sup> range of the lens, ensuring all subjects can be captured with precise detail and clarity.

Additionally, a first for the RX100 series of cameras, the **RX100 VI** includes Sony's advanced High-density Tracking AF technology, which concentrates AF points around a subject to improve tracking and focus accuracy. The popular Eye AF technology is also available with approximately 2x the tracking performance of the current RX100 series model<sup>9</sup>. Further, the camera has LCD touch focusing and touchpad focus point control for users that would like to drag their fingers to ideal focus points of their choice.

An ideal complement to the AF system, the **RX100 VI** offers continuous high-speed shooting at up to 24 fps<sup>5</sup> with full AF/AE tracking, with an impressive buffer limit of up to 233<sup>10</sup> images. The display lag of the EVF has been substantially reduced compared to prior models, allowing shooters to capture the decisive moment with ultimate confidence. Also, for convenience during image playback, continuously shot images can be displayed in groups instead of individual shots.

The **RX100 VI** also has a high speed Anti-Distortion Shutter (maximum shutter speed of up to 1/32000 second) that reduces the “rolling shutter” effect commonly experienced with fast moving subjects, and can shoot completely silently in all modes, including continuous high speed shooting, when electronic shutter is engaged. A mechanical shutter mode is also available as well if required by the user.

### **Advanced Movie Capabilities Including 4K HDR**

The pocket-friendly **RX100 VI** is packed with a variety of video capabilities that will satisfy even the most demanding video enthusiasts. With Fast Hybrid AF, the focal-plane phase-detection AF points ensures accurate focusing and tracking performance, even for the severe focusing requirements of 4K<sup>7</sup> movie shooting. AF drive speed and AF tracking sensitivity can

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<sup>9</sup> Compared to the DSC-RX100M5. Sony test conditions

<sup>10</sup> With "Continuous shooting mode: Hi" and "Image quality: Fine"

also be adjusted via the menu system, giving shooters plenty of flexibility based on their focusing preferences.

In 4K<sup>7</sup> mode, the new **RX100 VI** utilizes full pixel readout without pixel binning to ensure that all the finer details of 4Kvii video are captured with minimal moire and ‘jaggies’. For the first time in a Cyber-shot camera, the **RX100 VI** features 4K HDR<sup>8</sup> compatibility thanks to its new HLG (Hybrid Log-Gamma) picture profile that offers an instant HDR workflow solution. Additional professional calibre video features include S-Log3/S-Gamut3, 120p Full HD mode, Picture Profile, proxy recording and more. The **RX100 VI** is able to record super slow motion video<sup>11</sup> at either 240fps, 480 fps or 960 fps<sup>12</sup>.



### **Premium Design, Control and Convenience**

The new **RX100 VI** is equipped with a high-contrast 2.35 million dot XGA OLED Tru-Finder™ with ZEISS® T\* Coating, ensuring true-to-life image preview and playback functionality. The EVF itself retracts in and out of the camera body based on user preference, and can be activated instantly by a single One-push Access button.

A first for Sony’s RX series, **RX100 VI** has a touch shutter that can be activated by tapping the back LCD screen, a zoom lever with customizable zoom speeds and an LCD that can be rotated 180 degrees upward or 90 degrees downward for a variety of shooting angles for the creator. There is also a Monitor Auto OFF function that boosts maximum number of still images by up to 30%, and the camera is also Wi-Fi®, NFC™ and Bluetooth® compatible.

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<sup>11</sup> Audio recording is not available. A Class 10 or higher SDHC/SDXC memory card is required

<sup>12</sup> In NTSC mode. Menu allows switching between NTSC and PAL modes

**Availability**

The new Cyber-shot **RX100 VI** compact camera from Sony will be available from July 2018 at HK\$ 9,990.

**Pre-ordering**

From to Jun 21 to Jun 25, 2018, the Cyber-shot **RX100 VI** will be 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 Cyber-shot **RX100 VI** will receive a BC-TRX battery charger (HKD \$400) and a NP-BX1 battery (HKD \$290) .

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

Full specifications of the Cyber-shot **RX100 VI** can be viewed [here](#).

**About Hong Kong Marketing Company**

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