

SONY

Press Release

Sony Announces World's Smallest Travel High Zoom Cameras HX99 and WX800 with 4K Movie Capability and Upgraded Image Processor



HX99



WX800

- **ZEISS® Vario-Sonnar T* 24-720mm¹ High Magnification Zoom and High Image Quality Lens packed into a compact body**
- **Stunning 4K² video with full pixel readout and no pixel binning**
- **Upgraded³ BIONZ X™ image processing engine and newly implemented front-end LSI for seriously impressive stills**
- **Versatile operability and shooting capabilities including Touch Focus/Touch Shutter, Tiltable LCD and location data acquisition⁴ via Bluetooth®**

Hong Kong, October 25, 2018 – Sony today boosted its Cyber-shot line-up of travel high zoom cameras with the launch of the [DSC-HX99](#) and [DSC-WX800](#). Designed for users who want an unobtrusive camera that can be carried at all times, the new models are packaged in the world's smallest⁵ body and offer a truly versatile zoom range from 24mm¹ at the wide end up to 720mm¹ super-telephoto.

In addition to stunning 4K² movie footage, at the heart of both models sits the powerful BIONZ X image processing engine combined with a front-end LSI that delivers high-speed continuous shooting at up to 10 fps with a buffer limit of up to 155 images⁶. Furthermore, these new models present a fast AF speed of 0.09 seconds⁷. Some newly added features are Eye AF, Touch Focus/Touch Shutter function, and location data acquisition⁸ via Bluetooth®.

The HX99 Offers Specialised Features for Shooting Hobbyists

The **HX99** comes with advanced features that makes your photography experience more comfortable and adept at the same time especially due to the ability to shoot in RAW format and maximum ISO6400⁹, eliminating the difficulty of shooting in low-light conditions. In terms of convenience, the HX99 is equipped with a Control Ring which can be customised with functions such as manual focus or step zooming. In addition to a Touch Focus/Touch

Shutter function which allows users to directly select subjects, it features a Touch Pad function delivering smooth focus point shifting while using the viewfinder. Furthermore, the built-in high-contrast retractable OLED Tru-Finder™ with approximately 638,400 dots (equivalent) delivers power packed performance in a compact body. The HX99 features an upgraded³ grip which gives photographers a firm hold and greater stability during shooting, making it the easiest companion to take along on your journeys.



HX99

ZEISS® Vario-Sonnar T* 24-720mm High Magnification Zoom and High Image Quality Lens

The huge zoom range offered by the **HX99** and **WX800** means that they are ideally suited to the varied demands of travel photography and capturing daily life. Image stabilisation is controlled with Optical SteadyShot™ which effectively negates the camera shake blur that often occurs during handheld and telephoto shooting. The models are also equipped with a Zoom Assist function that allows the user to zoom out temporarily and displays a wider area when shooting a subject at the telephoto end.

Processing Power

The **HX99** and **WX800** can capture 4K² video footage with full pixel readout and no pixel binning. This means that fine details are beautifully rendered and ‘moiré’ and ‘jaggies’ are significantly reduced. The new models can shoot fast-moving subjects with high-frame rate HD¹⁰ recording at up to 100fps¹¹ to produce impressive slow-motion sequences during editing.

As the perfect picture often occurs unexpectedly, photographers need to be able to trust their camera to react quickly. With a Fast Intelligent AF speed of just 0.09 seconds and an upgraded³ BIONZ X processor and front-end LSI, the **HX99** and **WX800** are a perfect fit, delivering high speed continuous shooting at up to 10fps for up to 155 images. For beautifully focused portraits, the new models inherit the much praised Eye AF technology from their **α** siblings and for photographers who prefer to enhance their photos with image editing software.

Intuitive and Comfortable Operation

Embracing feedback from users of the **HX90 series**, Sony has implemented Touch Focus and Touch Shutter functionality on the **HX99 and WX800** so that the photographer can directly select their shooting subject. Both the **HX99 and WX800** offer My Menu personalisation for instant recall of up to 30 items and the ability to create custom menus.



WX800

A 180-degree tiltable LCD screen allows for easy framing of selfies and group shots. Location data acquisition⁴ via Bluetooth® can collect and record location data from a mobile device (Location Information Link) and small size proxy recording allows transfers to smartphones or uploading to websites for quick sharing.

The new high zoom travel cameras **Cyber-shot DSC-HX99 and DSC-WX800** from Sony will be available from October 26, 2018 at HK\$4,290 (HX99) HK\$3,790 (WX800) respectively.

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

Please view full specifications [HERE](#).

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>.

¹ Angle of view (35mm format equivalent)

² 3840 x 2160 pixels. Continuous recording time is approx. 5 minutes, and may vary with recording environment

³ Compared to DSC-HX90 series

⁴ Can be connected via Bluetooth with smartphones featuring (as of August 2018, based on Sony research):

Android smartphones: Android 5.0 or later and compatible with Bluetooth 4.0 or later,

iPhone/iPad: iPhone 4S or later/iPad 3rd generation or later

⁵ HX99: Among fixed lens digital cameras with a built-in viewfinder and telephoto end 700mm or above (angle of view, 35mm format equivalent) lens.

WX800: Among fixed lens digital cameras with a telephoto end 700mm or above (angle of view, 35mm format equivalent) lens.

As of August 2018, based on Sony research

⁶ With "Continuous shooting mode: Speed Priority Continuous Shooting" and "Image quality: Fine"

⁷ CIPA standard, internal measurement, at f=4.25mm (wide-end), EV8.5, Program Auto, AF area: Wide, NTSC mode

⁸ Can be connected via Bluetooth with smartphones featuring (as of August 2018, based on Sony research):

Android smartphones: Android 5.0 or later and compatible with Bluetooth 4.0 or later,

iPhone/iPad: iPhone 4S or later/iPad 3rd generation or later

⁹ When expanded ISO sensitivity is enabled

¹⁰ Class 10 or higher micro SDHC/SDXC memory card is required to record movies in the XAVC S™ format. UHS-I (U3) is also required for recording at 100Mbps

¹¹ PAL. 120fps in NTSC