

SONY

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Sony Announces its Next-generation α 6400 Mirrorless Camera with Real-time Eye Autofocus, Real-time Tracking and World's Fastest Autofocus



- World's Fastest¹ 0.02 seconds² AF acquisition speed plus 425 phase-detection and contrast-detection AF points covering approximately 84% of image area
- Advanced Real-time Eye AF
- New Real-time Tracking for object tracking
- 24.2MP³ APS-C Exmor™ CMOS image sensor and latest-generation BIONZ X™ image processor
- 180-degree fully tiltable LCD touch screen for self-recording or vlogging
- High-speed continuous shooting at up to 11 fps⁴ mechanical shutter / 8 fps⁵ silent shooting with continuous AF/AE tracking
- High-resolution 4K⁶ movie recording with full pixel readout and no pixel binning, plus advanced AF speed and stability
- Interval recording for time-lapse videos

Hong Kong, January 29, 2019 – Sony today introduced an exciting new addition to its E-mount mirrorless camera lineup – the [alpha6400](#) (model ILCE-6400). The α 6400 brings many of Sony's most advanced technologies from their acclaimed full-frame lineup to a compact, lightweight APS-C camera. The speedy new camera boasts the world's fastest¹ autofocus (AF) acquisition of 0.02 seconds², while also introducing the new advanced "Real-time Eye AF" and "Real-time Tracking" capabilities. Also included are high-speed shooting at up to 11 fps⁴ with AF/AE tracking, a new-generation BIONZ X image processing engine that produces excellent image quality, 4K⁶ video recording, a fully 180-degree tiltable LCD touch screen and much more, making it the ultimate tool for all types of creators ranging from professionals to everyday vloggers.



Speedy Performance that Captures Decisive Moments

The impressive autofocus system on the new α 6400 inherits many technologies from Sony's newest line-up of full-frame cameras including the α 9, α 7R III and α 7 III models. The new camera features 425 phase-detection AF points and 425 contrast-detection AF points that are placed densely over the entire image area, covering approximately 84% of the image area. This high-speed, high-performance tracking AF system is paired with a new-generation BIONZ X image processing engine that together allows the camera to acquire focus in as little as 0.02 seconds² and maintain subject lock extremely effectively, ensuring even the fastest moving subjects can be tracked and captured with ease.

The α 6400 introduces advanced "Real-time Eye AF," the latest version of Sony's acclaimed Eye AF technology. This exciting new capability employs artificial intelligence (AI) based object recognition to detect and process eye data in real time, resulting in improved accuracy, speed and tracking performance of Eye AF. In all autofocus modes, the camera now automatically detects the eyes of the subject and activates Eye AF with a half press of the shutter button, and when in AF-C or AF-A mode, the preferred eye (left or right) of your subject can be selected as the focus point. Choices include Auto / Right Eye / Left Eye, and a Switch Right / Left Eye function is able to be assigned to a custom function as well. This exciting new technology completely frees the photographer to focus solely on composition with full trust that focus will be tack sharp on the subject's eye. Eye AF support for animals⁷ will be added in summer 2019 via a system software update, ideal for wildlife photographers.

Also debuting on the α 6400 is Sony's newly developed "Real-time Tracking." This mode utilises Sony's latest algorithm including artificial intelligence (AI) based object recognition and processes color, subject distance (depth), pattern (brightness) as spatial information to ensure that all subjects can be captured with excellent accuracy. Additionally, when photographing or

videoing humans, face and eye position information is recognised by AI and the subject's eye⁷ is monitored in real time with extremely high tracking precision. This can be activated by a simple half press of the shutter button⁸, or can be assigned to a custom function as well.



In terms of overall shooting speeds, the new camera can shoot at up to 11 fps⁴ with full AF/AE tracking while utilising the mechanical shutter, and up to 8 fps⁵ with full AF/AE tracking while silent shooting. It can shoot at each of these speeds for up to 116 frames JPEG Standard / 46 frames RAW compressed, greatly increasing the chances of capturing the perfect moment.

All-around Advancements in Image Quality

Sony's new α 6400 is equipped with a 24.2 MP³ APS-C sized image sensor which is paired with an upgraded BIONZ X processor to deliver incredible advancements in image quality and color reproduction in all types of shooting conditions. Standard ISO ranges up to ISO 32000 for both still and movie and is expandable up to ISO 102400 for still images, with excellent noise reduction at medium and high sensitivities.

The camera also inherits many of the image processing algorithms from Sony's newest full-frame cameras, greatly suppressing noise while preserving resolution and improving texture depiction.

Advanced High-Resolution 4K⁶ Movie Recording with Fast Hybrid Autofocus

The versatile α 6400 is an exceptional video camera, offering internal 4K (QFHD: 3840 x 2160) movie recording with full pixel readout and no pixel binning to collect about 2.4x the amount of data required for 4K movies, and then oversamples it to produce high quality 4K footage with exceptional detail and depth. Focusing during movie shooting is fast and stable thanks to upgraded Fast Hybrid AF technology, which keeps the subject in constant smooth focus no

matter the scene, and even if an object crosses in front of the camera. This advanced AF plus touch focus functionality make it an ideal camera choice for many vloggers and video creators that are regularly creating and uploading content online.



For time-lapse movie creation⁹, the new camera features built-in interval recording that can be set anywhere between 1 and 60 seconds, with a total number of shots from 1 to 9999. AE tracking sensitivity can be adjusted to “High”, “Mid” or “Low” during interval shooting, allowing for reduced changes in exposure over the shooting interval.

Additionally, for the first time in Sony APS-C mirrorless camera, the new model includes an HLG (Hybrid Log-Gamma) picture profile, which supports an Instant HDR workflow, allowing HDR (HLG) compatible TV's to playback beautiful, true-to-life 4K HDR¹⁰ imagery. Furthermore, both S-Log2 and S-Log3¹¹ are available for increased color grading flexibility, as well as Zebra functionality, Gamma Display assist and proxy recording. The camera can also record Full HD at 120 fps¹² at up to 100 Mbps, allowing footage to be reviewed and eventually edited into 4x or 5x slow-motion video files in Full HD resolution with AF tracking.



Upgraded Built to Maximise Versatility

The new camera is designed to offer a high level of functionality and customisation to maximise shooting freedom. New on the $\alpha 6400$ is a fully 180-degree tiltable, 3.0-type LCD flip screen with 921k-dots of resolution that allows for simple and effective framing of selfie-style shooting for both still and video capture. Utilising this capability, vloggers will be able to check and monitor composition throughout their entire creative process. The LCD screen is also equipped with touch functionality, with options for Touch Pad, Touch Focus, Touch Shutter and new Touch Tracking which quickly activates “Real-time Tracking” through the touch screen.



The camera features a high quality XGA OLED Tru-finder™ viewfinder, extensive customisation with 89 functions that are assignable to 8 custom keys, the new My Dial and My Menu functionality, enhanced overall menu usability, a help screen for menus, star rating for images, and many other features that allow for a seamless shooting experience. It is also built with a tough magnesium alloy design, is dust and moisture resistant¹³ and has an extremely

durable shutter that is rated for approximately 200,000 cycles¹⁴. It also is capable of seamlessly transferring files to a smartphone or tablet when connected to the brand new 'Imaging Edge Mobile' application¹⁵.

The mirrorless camera α6400 from Sony will be available in black and silver from mid-February 2019 as follows:

Sony α6400 mirrorless camera (Body only)	HK\$7,290
Sony α6400 mirrorless camera (Standard lens kit, with SELP1650)	HK\$8,290
Sony α6400 mirrorless camera (Mid-range lens kit, with SEL18135)	HK\$10,690

Order Now

From January 30 to February 10, 2019, the α6400 camera is available for pre-ordering at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2345-2966 as well as authorized dealers. Customers ordering the α6400 camera will enjoy the following special offers:

Premiums	Special Offers
<ul style="list-style-type: none">- Sony high-speed SD card SF-64UZ 64GB- Sony rechargeable battery NP-FW50 (Total value at HK\$775)	<ul style="list-style-type: none">- HK\$990 for Sony wireless mic ECM-AW4 (original price HK\$1,390)- Extra HK\$199 for one-year Premium Service (extended warranty, original price HK\$590)

A variety of exclusive stories and exciting new content shot with the new camera and other Sony α products can be found at www.alphauniverse.com, a site built to educate and inspire all fans and customers of the Sony α brand. The new content will also be posted directly at the [Sony Photo Gallery](#) and the [Sony Camera Channel on YouTube](#).

Specifications of the α6400 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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information on Sony's products and services, please visit our website at <http://www.sony.com.hk>.

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¹ Among interchangeable-lens digital cameras equipped with an APS-C image sensor as of January 2019, based on Sony research

² CIPA-compliant, internal measurement method with an E 18-135mm F3.5-5.6 OSS lens mounted, Pre-AF off and viewfinder in use

³ Approximate effective megapixels

⁴ In "Hi+" continuous shooting mode. Maximum fps will depend on camera settings

⁵ Maximum fps will depend on camera settings. Some distortion may occur with fast-moving subjects or if the camera is moved sideways rapidly while shooting

⁶ A Class 10 or higher SDHC/SDXC card is required for XAVC S format movie recording. UHS speed Class 3 or higher is required for 100Mbps recording

⁷ Accurate focus may not be achieved with certain subjects in certain situations

⁸ "Tracking" must be enabled via the menu beforehand

⁹ The latest version of Imaging Edge "Viewer" and PlayMemories Home desktop applications is required

¹⁰ Connect this product to an HDR (HLG) compatible Sony TV via USB cable when displaying HDR (HLG) movies

¹¹ S-Log2 and S-Log3 are premised on processing pictures

¹² Pixels to be read are limited to the sensor area that is required for Full HD movies

¹³ Not guaranteed to be 100% dust and moisture proof

¹⁴ Sony internal tests with electronic front curtain shutter

¹⁵ Availability of transfer / playback depends on the performance of the smartphone and tablet