

SONY

Press Release

Sony Brings New Level of Power to Premium Compact Camera Line-up with Introduction of the RX100 VII; α 9 Performance in Your Pocket



- Newly developed 1.0-type stacked 20.1 MP¹ Exmor RS™ CMOS image sensor with DRAM chip and latest generation of BIONZ X™ image processor
- α 9-level speed performance with up to 60 AF/AE tracking calculations per second² and 20fps³ blackout-free shooting⁴ with AF/AE tracking
- World leading⁵ 357-point focal-plane phase-detection AF + 425-point contrast-detection AF with world's fastest⁵ 0.02 sec⁶ high AF speed
- Real-time Tracking and Real-time Eye AF for humans and animals⁷
- ZEISS® Vario-Sonnar T* 24-200mm⁸ F2.8 – F4.5 Large Aperture High Magnification Zoom Lens
- New 'Single Burst Shooting'⁹ Drive Mode at up to 90fps¹⁰ speed
- Pro-level movie functionality including 4K¹¹ HDR (HLG)¹², Real-time Tracking and Real-time Eye AF for movie shooting, 4K Active SteadyShot™, Vertical-position data recording for movies and integrated microphone jack

Hong Kong, August 7, 2019 – Sony today announced a new addition to its award-winning RX camera series with the launch of the brand new RX100 VII (DSC-RX100M7). Utilising technologies developed for Sony's full-frame mirrorless camera α 9, the RX100 VII achieves new levels of performance in a compact camera, in both stills and movie shooting, inspiring users to feel confident that they are armed with professional-level power in their pocket for spontaneous shooting in everyday life.



The **RX100 VII** is powered by a newly developed 1.0-type stacked Exmor RS CMOS image sensor and the latest generation BIONZ X image processor. This combination delivers new levels of autofocus performance and achieves speed breakthroughs that have previously only been seen on the **α9**. Flexibility of shooting is ensured by a ZEISS® Vario-Sonnar T* 24-200mm⁸ F2.8-4.5 high magnification zoom lens, making the **RX100 VII** a versatile choice for all types of shooting scenarios and users, from photo enthusiasts to professionals.



New Standard for AF Performance in a Compact Camera

The RX100 VII offers a world leading⁵ 357 focal-plane phase-detection AF points and 425 contrast-detection AF points. In addition, thanks to a newly optimised lens drive control, world's fastest⁵ 0.02 sec⁶ AF acquisition time is realised. A major leap in AF/AE tracking performance during continuous shooting¹³ means the camera performs AF/AE calculations up to 60 times per second² and captures fast moving action at 20fps³ with AF/AE tracking, ensuring that each moment is shot with swift and accurate focus.



In addition, the image sensor realises blackout-free shooting⁴ for a completely live view, even when continuous shooting at 20fps³; the same experience as the α 9. The **RX100 VII** also debuts a new drive mode, Single Burst Shooting⁹, for capturing the perfect high-speed shot at up to 90fps¹⁰ in JPEG/RAW format utilising the anti-distortion shutter. ‘Single Burst Shooting’⁹ allows the photographer to frame fast moving action and shoot as if taking a single shot but the camera will actually deliver seven still images, taken at 90fps, 60fps or 30fps, so the user can select the perfect moment.



For the first time in a compact camera, the **RX100 VII** introduces advanced ‘Real-time Tracking’ and ‘Real-time Eye AF’ capabilities. ‘Real-time Tracking’ utilises Sony’s latest algorithm including artificial intelligence-based object recognition to ensure that subjects can be captured with excellent accuracy, even via the touch panel on the rear screen. ‘Real-time Eye AF’, the latest version of Sony’s acclaimed Eye AF technology, employs AI-based object recognition to detect and process eye data in real time, resulting in improved accuracy, speed and tracking performance of [Eye AF](#) for both humans and animals⁷, and allows the photographer to concentrate exclusively on composition¹⁴.

Movie-Making Marvel

The compact and lightweight characteristics of the **RX100 VII** (approx. 302g / 102mm x 58mm x 43mm¹⁵) mean it can always be carried around and can be mounted in places that larger cameras cannot. But its small factor belies a multitude of pro-level movie-making capabilities perfect for on-the-go shooting such as vlogging:

- 4K HDR in-body movie recording with full pixel readout and no pixel binning in high bit rate XAVC S™¹¹
- Real-time Tracking and Real-time Eye AF for video
- 4K Active SteadyShot¹⁶ that is 8x more effective than 4K Standard SteadyShot
- Integrated Microphone input¹⁷
- Hybrid Log-Gamma (HDR) / S-Gamut3.Cine / S-Log3, S-Gamut3/S-Log3
- Compatibility with 'Movie Edit add-on' from the '[Imaging Edge™](#)' mobile application for movie stabilisation and editing
- Vertical-position data recording for movies¹⁸
- Interval Shooting¹⁹ for stunning time-lapse videos
- Super Slow Motion²⁰ recording at up to 1000fps
- 180-degree flip screen for ease-of use whilst vlogging



Shooting Grip Kit for Vloggers

A simple vlogging setup with an external microphone (optional) is made possible with the Shooting Grip Kit (**DSC-RX100M7G**). The kit includes an **RX100 VII**, Shooting Grip (**VCT-SGR1**) which allows for easy recording and zooming right at your fingertips, Bracket with Accessory Shoe to attach the Microphone, and two Rechargeable Battery Packs (**NP-BX1**)²¹.

New Jacket Case for the RX100 Series

Sony has also introduced a new leather-look body case for the **RX100** series (**LCJ-RXK**) which includes a lens jacket and shoulder strap to protect the camera from bumps and shocks.

It provides easy access to the microphone jack and USB terminal which enables charging and image transfers without the need to remove the case. Available in Black or Beige.



Availability

The **RX100 VII** premium compact camera and **LCJ-RXK** leather-look body case from Sony are now available at HK\$9,990 and HK\$520, respectively.

Order Now

From August 8 to August 13, 2019, the **RX100 VII** camera is available for pre-ordering at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2833-5129 as well as authorized dealers. Customers ordering the **RX100 VII** will enjoy the following special offers:

Camera / Package	Selling Prices	Premiums	Special Offers
RX100 VII Premium Compact Camera (DSC-RX100M7)	HK\$9,990	Sony new leather jacket case LCJ-RXK (Valued at HK\$520)	Extra HK\$899 for Sony Stereo Mic for Multi-Interface Shoe ECM-XYST1M (Valued at HK\$1,080)
RX100 VII Premium Compact Camera with Shooting Grip Kit (DSC-RX100M7G)	HK\$10,690		and Extra HK\$280 for Sony Cyber-shot Battery Charger BC-TRX (Valued at HK\$400)

For full product details, please visit [RX100 VII](#) and [LCJ-RXK](#)

A product video on the new **RX100 VII** can be viewed [here](#).

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

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 Approximate effective megapixels

² When using the electronic shutter; effective when the shutter speed is 1/60 or above

³ When using the electronic shutter with "Continuous shooting mode: Hi". Effective when the shutter speed is 1/60 or above

⁴ Effective when using electronic shutter. The slower the shutter speed, the lower the refresh rate of the screen

⁵ Among fixed-lens digital still cameras with 1.0-type sensor. As of July 2019, based on Sony research

⁶ CIPA standard, internal measurement, at f=9.0mm (wide-end), EV6.6, Program Auto, Focus mode: AF-A, Focus area: Centre

⁷ Real-time Eye AF for Animals supports still images only, and cannot be used in combination with tracking. Does not work with some types of animal. Focusing may not perform well depending on scene and subject conditions

⁸ Angle of view (35mm format equivalent)

⁹ Seven still images are shot per burst. Focus and exposure are fixed at the first shot

¹⁰ When Drive Mode is set to “Single Burst Shooting: Hi”

¹¹ 3840×2160 pixels. A Class 10 or higher SDHC/SDXC memory card is required to record movies in the XAVC S format. UHS-I (U3) SDHC/SDXC card is required for 100Mbps. When “Auto Power Off Temperature” is set to “Standard”, continuous shooting is possible for about 5 minutes

¹² Connect this product to an HDR (HLG) compatible Sony TV via a USB cable to display HDR (HLG) movies

¹³ Compared to RX100 VI

¹⁴ Both right eye and left eye are selectable, either via the menu or by the touchscreen panel

¹⁵ Width x Height x Depth

¹⁶ Image compensation angle at wide-end (Comparison with 4K standard mode)

¹⁷ Attaching a mic without the Shooting Grip Kit requires an optional accessory

¹⁸ In-camera movie playback is in the horizontal position. Whether or not movies are displayed in the vertical position depends on your device

¹⁹ Wi-Fi does not work during interval shooting

²⁰ Audio recording is not available. A Class 10 or higher SDHC/SDXC memory card is required

²¹ One included with RX100 VII body