

# SONY

## Press Release

### Sony Strengthens APS-C Mirrorless Camera Line-up with Launch of *α 6600* and *α 6100*



*α 6600* in Black



*α 6100* in Silver

- ***α 6600* with in-body image stabilisation and enhanced battery life and further boosts the APS-C line-up with introduction of *α 6100***

**Hong Kong, September 12, 2019** – Sony today announced two new additions to its **α™ (Alpha™)** APS-C series of mirrorless cameras with the launch of the ***α 6600 (ILCE-6600)*** and ***α 6100 (ILCE-6100)***. These new additions to the range integrate Sony's advanced technologies into compact and lightweight bodies including leading-edge autofocus performance, superb image quality and the very latest video technologies. The new ***α 6600*** has been designed to address the needs of the most demanding photographers and videographers with its versatility, making it suitable for multiple types of shooting scenarios and users. The ***α 6100*** targets at users who are looking to make the step-up to shooting with interchangeable lens cameras and wish to shoot high-quality photos and videos in a variety of different situations.

In line with Sony's 'One Mount' strategy to continually expand the E-mount system, cameras and lenses with complete inter-compatibility between full-frame and APS-C, the APS-C range has been further strengthened by the launch of two new lenses, the **E 16-55mm F2.8 G** standard zoom lens (SEL1655G) and the **E 70-350mm F4.5-6.3 G OSS** super-telephoto zoom lens (SEL70350G). With these additions, Sony's versatile E-mount system now features a total of 54 lenses.



*α 6600 with SEL1655G*

At the heart of both the new **α 6600** and **α 6100** sits a 24.2MP<sup>1</sup> Exmor™ CMOS image sensor, the latest BIONZ X™ image processor and a front-end LSI implemented in Sony's full-frame cameras. This powerful trio combine to deliver all-round enhancements in image quality and performance across all areas of photo and video capture.



*α 6600 with SEL70350G*

The **α 6600** and **α 6100** offer a lightning fast autofocus acquisition time of 0.02 seconds<sup>2</sup>. With 425 focal-plane phase-detection AF points covering approximately 84% of the image area and 425 contrast-detection AF points, the high density and wide coverage of the AF system ensures reliable AF, even in the most challenging light conditions. Both new models benefit from Sony's 'Real-time Tracking' which utilises Sony's latest algorithm including AI<sup>3</sup>-based object recognition to ensure that subjects can be captured with excellent accuracy, even via the touch panel on the rear screen. In addition, the new models offer 'Real-time Eye AF', the latest version of Sony's acclaimed Eye AF technology, which 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 animals<sup>4</sup>, and allows the photographer to concentrate exclusively on composition<sup>5</sup>.



*alpha 6100 with SEL70350G*

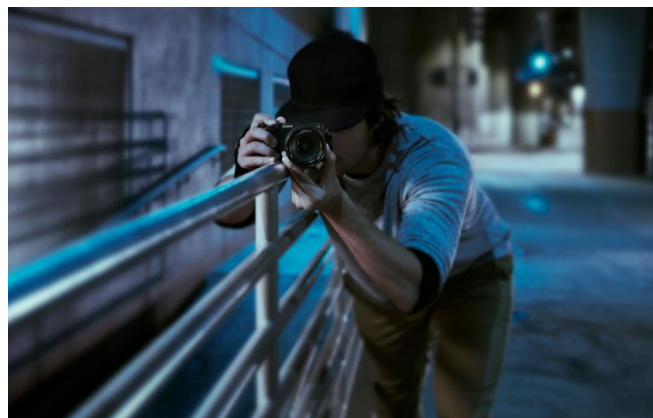
### **An Eye for Detail**

Based upon feedback from users of existing Sony APS-C camera users, further features have been added to the *alpha 6600* and *alpha 6100* to fine tune the user experience. These include:

- Improved colour reproduction; Algorithms inherited from full-frame models deliver natural colour reproduction, particularly in skin tones
- Hi-resolution internal 4K<sup>6</sup> movie recording with full-pixel readout without pixel binning in Super 35mm format with easy smartphone transfers via the Imaging Edge™ Mobile application<sup>7</sup>
- Interval shooting<sup>8</sup> for stunning time-lapse videos
- 180-degree tiltable, 3.0-type 921k-dot (approx.) LCD touch screen
- Integrated Microphone input for clear and crisp audio on video recordings

### ***alpha 6600***

Across an ISO range of 100-32000 (expandable to ISO 50 – 102400<sup>9</sup>), the new *alpha 6600* offers superb low-noise performance and delivers extremely high-quality images, even in low-light conditions. By applying noise reduction and sharpness processing optimally in each area, Area-specific Noise Reduction and Detail Reproduction Technology greatly reduce noise while preserving high resolution, contributing to fine reproduction of subject textures and shadow details.



The  **$\alpha$  6600** packs in many of the technology breakthroughs that are attracting praise on Sony's high-end full-frame cameras. These include:

- Sony's innovative 5-axis in-body image stabilization system that results in a 5.0-step<sup>10</sup> shutter speed advantage
- Implementation of the industry-leading<sup>11</sup> long battery life with Sony Z Battery for the first time on an APS-C camera, enabling extended power performance; approx. 720 still images using viewfinder, approx. 810 images using LCD monitor<sup>12</sup>
- A tough magnesium alloy design that is dust and moisture resistant<sup>13</sup>
- Real-time Eye AF for movie shooting<sup>14</sup>. When activated, the eye of a subject is automatically tracked with high precision and reliability, allowing the shooter to focus on the content itself as opposed to what is in focus or not in focus. Touch Tracking functionality will also automatically initiate Eye AF when a human subject is selected
- Integrated headphone jack which allows the user to connect high-quality headphones for accurate monitoring of recorded sound



**$\alpha$  6100**

### **4K Recording<sup>6</sup>**

The  **$\alpha$  6600** boasts internal 4K movie recording in Super 35mm format with full pixel readout without pixel binning, to capture approximately 2.4x<sup>15</sup> the amount of information required for 4K movies (Also available in  **$\alpha$  6100**). This oversampling results in stunning footage, delivered in the XAVC S™ format with unparalleled resolution. The  **$\alpha$  6600** equips an HLG (Hybrid Log-Gamma)<sup>16</sup> picture profile that supports an instant HDR workflow. Recorded movies played back on an HDR (HLG) compatible TV will appear true-to-life, with no blocked shadows or blown highlights, without the need for colour grading. For users who want to colour grade their footage in post-production, S-Log3 and S-Log2 Gamma profiles are provided.

The ***α 6100*** and ***α 6600*** APS-C series of mirrorless cameras from Sony will be available from end of September 2019 and end of October 2019 respectively.

### Order Now

From September 13 2019, the ***α 6100*** and ***α 6100*** cameras are 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) 2833-5129 as well as authorized dealers. Details are as follows:

Models	Camera Color	Prices	Pre-order Date	Pre-order Offer
Sony <b><i>α 6600</i></b> mirrorless cameras (Body only)	Black	HK\$11,290	From Sep 13 to Oct 22, 2019	<ul style="list-style-type: none"> <li>- NP-FZ100 Z-Series Rechargeable Battery</li> <li>- SF-64UY3 SD Memory Card</li> <li>- With HK\$199 for one-year Premium Service (Total valued at HK\$1,209)</li> </ul>
Sony <b><i>α 6600</i></b> mirrorless cameras (With SEL1650 lens kit)		HK\$14,690		
Sony <b><i>α 6600</i></b> mirrorless cameras (With SEL70350G lens kit)*Available for Preorder only		HK\$17,990		
Sony <b><i>α 6100</i></b> mirrorless cameras (Body only)	Black / White / Silver	HK\$6,290	From Sep 13 to Sep 24, 2019	<ul style="list-style-type: none"> <li>- ACC-TRW W Series Camera Accessory Kit</li> <li>- With HK\$199 for one-year Premium Service (Total valued at HK\$1,240)</li> </ul>
Sony <b><i>α 6100</i></b> mirrorless cameras (With SEL1650 lens kit)	Black / White / Silver	HK\$7,290		
Sony <b><i>α 6100</i></b> mirrorless cameras (With SEL1650 and SEL55210 lens kit)	Black	HK\$9,290		

For product specification, please click [α 6600](#) and [α 6100](#).

A product video on the new ***α 6600*** and ***α 6100*** can be viewed [here](#).

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

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<sup>1</sup> Approximate effective megapixels

<sup>2</sup> Based on Sony research, CIPA-guideline-compliant internal measurement with an E 18-135mm F3.5-5.6 OSS lens mounted, Pre-AF off and viewfinder in use

<sup>3</sup> AI (artificial intelligence) including machine learning technology is used

<sup>4</sup> 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

<sup>5</sup> Both right eye and left eye are selectable, either via the menu or by the touchscreen panel

<sup>6</sup> 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

<sup>7</sup> Imaging Edge Mobile Ver. 7.2 or later is required

<sup>8</sup> Wi-Fi does not work during interval shooting

<sup>9</sup> Only on still images

<sup>10</sup> Based on CIPA standard. Pitch/yaw shake only. With Sonnar T\* FE 55mm F1.8 ZA lens mounted. Long-exposure Noise Reduction off

<sup>11</sup> Among mirrorless interchangeable-lens digital cameras equipped with an APS-C image sensor. As of August 2019, based on Sony research

<sup>12</sup> CIPA standard compliant

<sup>13</sup> Not guaranteed to be 100% dust and moisture proof

<sup>14</sup> This function does not track animal eyes

<sup>15</sup> 24p recording. Approx. 1.6x at 30p

<sup>16</sup> Connect this product to an HDR (HLG) compatible Sony TV via a USB cable when displaying HDR (HLG) movies

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**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>.

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