

# SONY

## Press Release

**Sony Introduces Its Newly Designed ZV-1 Digital Camera for Video Content Creators**  
*New Video-Forward Design and Compact Body Packed with Advanced Imaging Technology  
and Easy-to-Use Functionality*



**Hong Kong, May 27, 2020** – Sony Hong Kong today announced the new pocket-sized digital camera [ZV-1](#) (hereafter referred as “ZV-1”) – a lightweight, compact “all-in-one” style solution. Designed from the ground up for content creators and vloggers, the ZV-1 combines easy-to-use features with uncompromising imaging technology, making this the perfect tool for any content creator at all skill levels.

The ZV-1 features a 1.0-type stacked Exmor RS® CMOS image sensor with DRAM chip and 24-70mm<sup>1</sup> F1.8-2.8 ZEISS® Vario-Sonnar T\* large-aperture lens creating beautiful background bokeh (background blur), allowing the subject to stand out from the background. The camera locks on and tracks subjects with high accuracy and speed using Sony’s leading-edge autofocus system.

The ZV-1 also includes the latest-generation BIONZ X™ image processor with front-end LSI delivering high resolution as well as low noise for superior image quality. It also combines this exceptional imaging technology with high-quality and versatile audio options. The ZV-1 is Sony’s first compact camera with a side-opening Vari-angle LCD screen, making it easier to compose your shots in selfie mode while connecting external audio accessories. To meet any video need, the ZV-1 contains advanced video features including 4K movie recording<sup>2</sup> and in-body image stabilisation.

## Meeting the Needs of Today's Content Creators



### **Quickly Switch Between two modes of Background Bokeh**

The ZV-1 offers a simple solution to easily switch between two levels of background bokeh while recording. Using the new Bokeh Switch function, rapidly adjust the optical aperture between more and less background defocusing blur without losing focus on the subject. Located on top of the camera, this Bokeh button is easily accessible and makes selfie shooting operation a breeze.

### **Focus on the Subject You Want**

The ZV-1 makes it easier than ever to shoot product reviews and similar video content. Gone are the days of placing a hand behind an object to prompt the camera to bring it into focus thanks to a new Product Showcase Setting, which allows for quick and smooth focus transitions between the subject's face and the object placed in front of the lens.

Building on the leading-edge technology developed for  $\alpha^{\text{TM}}$  (Alpha<sup>TM</sup>) and RX series cameras, this new compact camera includes advanced autofocus (AF) allowing it to lock on and track subjects with high accuracy and speed while recording. For maintaining focus on the intended subject or subjects in busy environments, Real-time Eye AF<sup>3</sup> and Real-time Tracking for video allows the ZV-1 to seamlessly switch focus between multiple subjects while controlling the AF speed and tracking sensitivity.

### **Prioritise Your Face**

Extreme changes in lighting, like walking outside on a sunny day and suddenly move from a bright location into shade, are no problem for the ZV-1 thanks to the new Face Priority

autoexposure (AE) function. It detects and prioritises the subject's face and adjusts the exposure to ensure the face is depicted at an ideal brightness in any environment. This AE technology also suppresses an abrupt change in exposure if the subject quickly turns away from the frame to eliminate unexpected blown-out or extremely dark shots.



### **Natural Colour**

The ZV-1 features advanced color science re-engineered to optimise skin tones. To enhance emphasis on the subject's face – especially when shooting in selfie mode – the ZV-1 creates a smooth and natural complexion, while also maintaining sharp images of the mouth and eyes in both videos and stills.

### **Crystal Clear Audio**

High quality content requires clear, excellent audio quality, and the ZV-1 is well-equipped to produce just that with reliable and versatile audio options. The ZV-1's onboard mic features Sony's latest Directional 3-capsule Mic which was designed for forward-directional audio capture, allowing for clear capture of the subject's voice while minimizing background noise, especially when operating in selfie mode. For added flexibility, the ZV-1 also features a standard 3.5mm mic jack (3.5mm) and Multi Interface Shoe™ (MI shoe) making it easy to connect a wide range of external microphones. The ZV-1 is also supplied with a wind screen<sup>4</sup> accessory that fits on the MI shoe to minimise wind interference.



ZV-1 with VPT2BT and XYST1M

### **Design and Functionality Optimised for Vlogging**

The ZV-1 was designed with content creators in mind. This compact, lightweight (approx. 294g / 105.5mm x 60.0mm x 43.5mm) camera is the first Sony compact camera with a side-opening Vari-angle LCD Screen, allowing creators to simplify their setup by utilising the MI shoe for optional external mics without the need of an additional mounting bracket.

Comfortably operate the ZV-1 with one hand thanks to the easy-to-hold comfortable grip and a large movie REC button located on the top of the camera for quick access to video recording, as well as a recording lamp on the front of the camera that indicates if the camera is actively recording.

The ZV-1 also includes advances in image stabilisation, ensuring steady video even when shooting hand-held while walking. When recording in HD (Active mode), optical and electronic stabilisation methods are combined to reduce shaking up to 11 times<sup>5</sup> that of standard SteadyShot™. When shooting 4K video using Optical SteadyShot (Active mode), there is improvement in stabilisation effect of up to 8 times<sup>6</sup> that of standard SteadyShot. The ZV-1 is also compatible with the GP-VPT2BT Shooting Grip with Wireless Remote Commander, offering additional stability and comfort combined with cable-free connectivity.

### **Class-Leading AV Features**

Despite the small form factor there are a multitude of pro-level movie making capabilities, including:

- 4K movie recording with full pixel readout and no pixel binning in high bit rate XAVC S™ codec.<sup>7</sup>
- Industry standard 3.5mm microphone input
- Hybrid Log-Gamma (HDR)<sup>8</sup> / S-Gamut3.Cine / S-Log3, S-Gamut3 / S-Log3
- Interval Shooting<sup>9</sup> for stunning time-lapse videos<sup>10</sup>
- Super Slow Motion<sup>11</sup> recording at up to 960fps<sup>12</sup>

- Compatibility with ‘Movie Edit add-on<sup>13</sup>’ from the “Imaging Edge™” mobile application for image stabilisation while editing<sup>14</sup> Highlight ability to edit aspect ratios for IG etc.



V-1 with VPT2BT

Sony’s Stereo Microphone (ECM-XYST1M) is sold separately, for a convenient and seamless vlogger setup.

### **Availability**

The ZV-1 digital camera from Sony will be available from the June 5, 2020 at HK\$5,990.

### **Order Now**

From May 27 to June 3, 2020, the ZV-1 camera is available for pre-order 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. Customers ordering the ZV-1 will receive a 128GB high-speed memory card SF-E128 (worth HK\$399). Additionally, customers can purchase the GP-VPT2BT Shooting Grip with Wireless Remote Commander at a special offer of HK\$790 (original price at HK\$1,090).

For product specifications, please click [here](#) | Product videos on the ZV-1 can be viewed [here](#).

Exclusive stories and exciting new content shot with the new camera and Sony’s other imaging products can be found at [www.alphauniverse.com](http://www.alphauniverse.com), a site created to educate and inspire all fans and customers of Sony’s α - Alpha brand.

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>.

###

---

<sup>1</sup> Angle of view (35mm format equivalent)

<sup>2</sup> 4K (QFHD: 3840×2160)

<sup>3</sup> Real-time Eye AF for animals is not available movie shooting

<sup>4</sup> Audio input itself is via the camera's internal mic but attaching the wind screen to the mic suppresses wind noise

<sup>5</sup> Image stabilisation angle at the wide-angle end of the zoom range, Active Mode

<sup>6</sup> Image stabilisation angle at the wide-angle end of the zoom range, Active Mode

<sup>7</sup> 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>8</sup> Connect this product to an HDR (HLG) compatible Sony TV via a USB cable to display HDR (HLG) movies

<sup>9</sup> Wi-Fi is not operational during interval shooting

<sup>10</sup> Time-lapse movie creation is possible on a PC

<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

<sup>13</sup> Please use the latest version

<sup>14</sup> The Imaging Edge Mobile application is required