

SONY

Press Release

Sony Introduces New Vlog Camera ZV-1 in White for Added Personalization

Video content creators and vloggers enjoy vlogging with the white body which matches their personality



Hong Kong, October 21, 2020 – Sony today announced the launch of its popular Vlog camera [ZV-1](#) (hereafter referred as “ZV-1”) in white, which also comes with a matching wind screen. This new model has an exceptional white body, which makes it outstanding among the cameras equipped with a 1.0-type stacked Exmor RS® CMOS image sensor.

Joining the current black colour variation, the new ZV-1 in white, a highly demanded colour, allowing video content creators and vloggers to enjoy vlogging with a body colour of their choice which matches their personality or preference. Sony will continue to strive towards providing further offerings for video content creators and vloggers.



Natural Colour

The ZV-1 features advanced colour 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. It combines easy-to-use features such as the Bokeh Switch or Product Showcase Setting with uncompromising imaging technology, making this the perfect tool for content creators and vloggers at all skill levels.

The ZV-1 is a lightweight, compact “all-in-one” style solution for video content creators and vloggers. Since its introduction this past Spring, the camera has been well received by a wide variety of users and is very well positioned for today's increased in demand for live streaming and video communication.

Key Features of the ZV-1:

- A 1.0-type stacked Exmor RS® CMOS image sensor with DRAM chip and 24-70mm¹ F1.8-2.8 ZEISS® Vario-Sonnar T* large-aperture lens creating beautiful background bokeh
- The latest-generation BIONZ X™ image processor with front-end LSI deliver high resolution
- A side-opening Vari-angle LCD screen makes it easier to compose your shots in selfie mode
- Real-time Eye AF² and Real-time Tracking for video
- Face Priority autoexposure (AE) function detects and prioritises the subject's face and adjusts the exposure
- 4K movie recording with full pixel readout and no pixel binning in high bit rate XAVC S™ codec³
- Industry standard 3.5mm microphone input
- Hybrid Log-Gamma (HDR)⁴ / S-Gamut3.Cine / S-Log3, S-Gamut3 / S-Log3
- Interval Shooting⁵ for stunning time-lapse videos⁶
- Super Slow Motion⁷ recording at up to 960fps⁸
- Compatibility with ‘Movie Edit add-on⁹’ from the “Imaging Edge™” mobile application for image stabilisation while editing¹⁰ Highlight ability to edit aspect ratios for IG etc.

Christmas Gift Idea:

Sony's new ZV-1 Vlog Camera in white will be available on October 30, 2020 at HK\$5,990. The beautiful white body design will make the ZV-1 one of the best picks of Christmas gifts.

For detailed product information, please visit: [ZV-1](#)

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

Exclusive stories and exciting new content shot with Sony's imaging products can be found at www.sony-asia.com/alphauniverse/home, a site created to educate and inspire all fans and customers of Sony α - Alpha.

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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¹ Angle of view (35mm format equivalent)

² Real-time Eye AF for animals is not available movie shooting

³ 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

⁴ Connect this product to an HDR (HLG) compatible Sony TV via a USB cable to display HDR (HLG) movies

⁵ Wi-Fi is not operational during interval shooting

⁶ Time-lapse movie creation is possible on a PC

⁷ Audio recording is not available. A Class 10 or higher SDHC/SDXC memory card is required

⁸ In NTSC mode. Menu allows switching between NTSC and PAL modes

⁹ Please use the latest version

¹⁰ The Imaging Edge Mobile application is required