

SONY

Press Release

Sony's New Xperia 1 III Flagship 5G Smartphone is Now Available with Early Bird Promotion

The world's first smartphone with a Variable telephoto lens paired with a Dual-PD sensor^[i] and 4K HDR OLED 120Hz Refresh rate display^[ii]



Hong Kong, July 6, 2021 – Sony Hong Kong today announced that its highly anticipated flagship 5G enabled smartphone [Xperia 1 III](#) (Mark Three) **512 GB** will be launched from the end of July 2021 while **256 GB** will be launched from early September 2021. The suggested retail price of **Xperia 1 III 256 GB** and **512 GB** is HK\$9,299 and HK\$9,999 respectively. **Xperia 1 III** integrates Sony's market-leading technologies: Alpha camera technology, 4K HDR OLED 120Hz display and audio technology to enrich the user experience with its plethora of new features. **Xperia 1 III** will be available in Frosted Black, Frosted Grey and Frosted Purple.

Xperia 1 III is available with an early bird promotion from July 6, 2021 to end of September 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 who place orders will receive a Style Cover with Stand XQZ-CBBC (coated with anti-bacterial material) and an additional 2nd year of free warranty service (total value worth HK\$680).

- **World's first smartphone with a Variable telephoto lens paired with a dual PD sensor**
- Real-time Eye AF for humans and animals, newly equipped **Real-time Trackingⁱ** and fast, accurate continuous AF across all lenses
- 20fps Burst Mode with **low light noise reduction** powered by BIONZ X™
- Brand new **AI super resolution zoom** technology
- Updated Photography Pro feature – now equipped with **'Basic Mode'**
- **World's first smartphone with a 4K HDR 120Hz Refresh rate displayⁱⁱ** crafted from Gorilla® Glass Victus™ⁱⁱⁱ

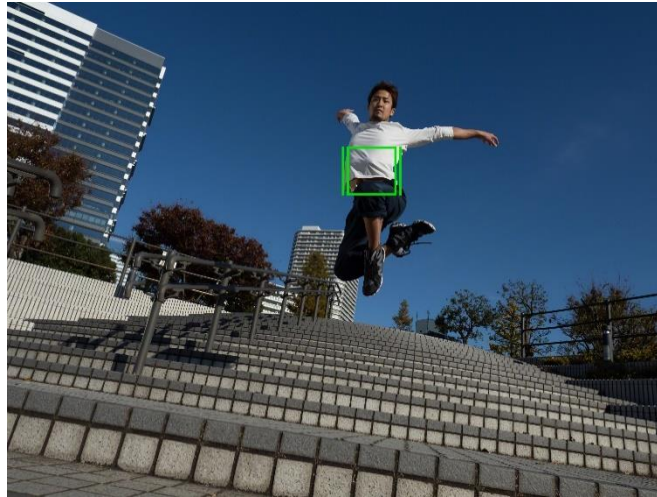
- Evolved **Full-stage stereo speakers** – now 40% louder than previous model^{iv}
- **New and improved Game Enhancer** features – including a new audio equaliser, an optimised V.C microphone and high frame rate recording feature
- **World’s first smartphone to reproduce 360 Reality Audio in the speakers**, as the recording artist intended it to be heard^v
- **Addition of brand new 360 Spatial Sound** – for an immersive audio experience
- Qualcomm® Snapdragon™ 888 5G Mobile Platform
- **Improved battery life** (4500mAh) and the ability to charge up to 50% of capacity in 30 minutes with the kitted 30W charger - in addition to a newly extended battery life of up to three years^{vi}



Professional technology from Alpha™ cameras

Xperia 1 III was co-developed with the engineers behind Alpha series cameras, renowned for their industry-leading autofocus technology. **Xperia 1 III** includes fast, accurate continuous AF across all lenses and Real-time Eye AF.

Xperia 1 III presents a more sophisticated feature set for photographers who strive for picture perfect results. Object tracking is upgraded with [Real-time Tracking](#), allowing users to shoot the most challenging moving subjects in precise focus. Using AI-based algorithms and the 3D iToF sensor to measure distance, Real-time Tracking can accurately detect and focus on a subject and continue to track it even if it temporarily moves out of sight^{vii}.



Shot with 24mm

Furthermore, both models offer continuous AF that performs AF / AE calculations at 60 times per second – enabling users to shoot and store 20 shots (20fps) with high precision, accurate focus and optimised exposure^{viii}. This level of performance is comparable to that used in professional sports cameras such as the Alpha 9 series. The BIONZ X™ processor enables users to shoot in low-light scenarios in Burst Mode for the first time, producing results with noise reduction that have never previously been possible in predecessor models.



Shot with 105mm

Reach beyond expectation with a Variable telephoto lens

A key feature for both models is a World's first smartphone with Variable telephoto lens paired with Dual PD sensor that reaches up to a 105mm focal length – complemented by fast autofocus thanks to its Dual PDAF sensor. When switching between 70mm and 105mm, the focus is adjusted in an instant to swiftly capture the beauty in the detail.

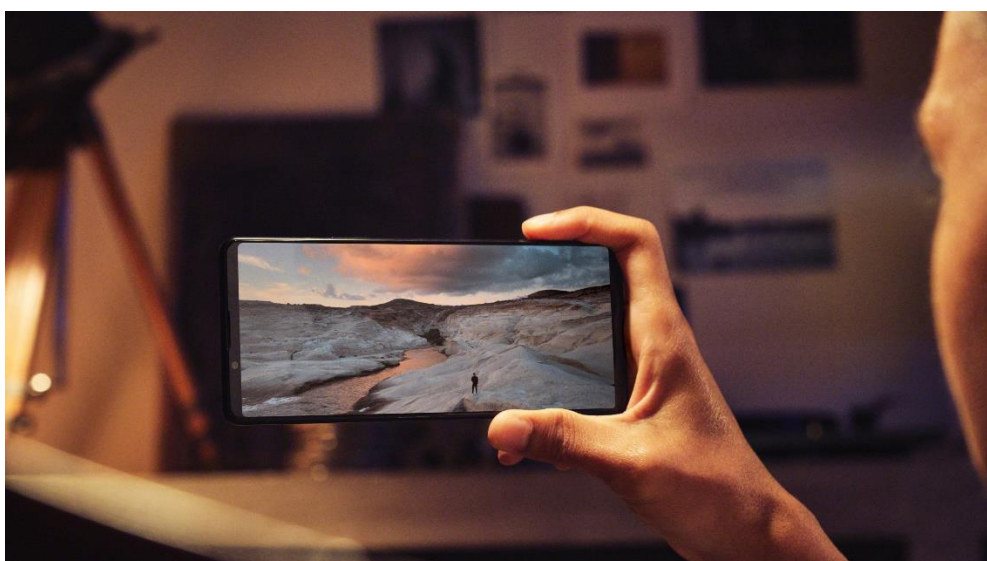
Photographers can further expand their creative possibilities with 16mm, 24mm, 70mm and 105mm focal lengths^{ix} for shooting stunning compositions – whether that be landscapes, portraits^x or animals. Both models continue to feature ZEISS™ optics calibrated specifically for the Xperia smartphone. The ZEISS™ T* coating contributes to exquisite rendering and contrast by reducing reflections.

A wealth of creative opportunities

The next generation of Xperia both incorporate **new AI super resolution zoom**. This technology uses Sony's AI processing to restore detail and definition to images, ensuring precision is not compromised.

Xperia 1 III features the **Photography Pro** function. Developed in collaboration with professional photographers, it mirrors many of the manual controls available in Alpha series cameras including ISO, shutter speed, EV Indicator, RAW support plus a dedicated shutter button (with embossed finishing exclusively on the **Xperia 1 III**). New for this year's smartphones is the '**Basic Mode**' feature in Photography Pro which enables fast access to a range of easy-to-use photography features including a touch shutter button, portrait orientation, artistic bokeh effect, panorama, and more.

The **Xperia 1 III** also features the very latest Optical SteadyShot™ with FlawlessEye™^{xi}, which couples the image sensor's increased reading speed with original Sony algorithm for optical image stabilisation. The result is supremely smooth, shake-free video footage.



Transporting cinephiles to the big screen

Whether on the go or at home in comfort, the new Xperia models are a true cinephiles dream. **Xperia 1 III** features a larger than life 6.5" 21:9 CinemaWide™ **4K HDR OLED display with 120Hz Refresh rate**ⁱⁱ. Both models transport users into a uniquely immersive viewing experience, allowing them to lose themselves in their favourite movies or TV shows.

Users can now enjoy their favourite entertainment as the producers intended with the **Creator Mode**. "Powered by CineAlta", it now features a factory **calibrated OLED display** with highly accurate white point which mirrors the colour reproduction of Sony professional colour monitors used in leading Hollywood studio productions. Additionally, both models feature 10-bit equivalent displays (8-bit with 2-bit smoothing) that can display a myriad of colours without banding and support BT.2020 colour space.

Xperia 1 III captures the senses and offer an audio-visual experience like no other. Consistent with their predecessors, they benefit from the X1™ for mobile engine which brings BRAVIA HDR remastering technology to everything users watch meaning that content is beautifully expressive. Streaming content is more lifelike than ever with more contrast, colour and clarity. Likewise, thanks to the continued incorporation of Dolby Atmos® sound tuned in collaboration with Sony Pictures Entertainment, users can experience a fully immersive, multi-dimensional performance with

headphones or the smartphone's built-in Full-stage stereo speakers.



Play to win

Gamers can gain a key advantage with the superior upgrades in **Xperia 1 III**. The familiar 21:9 display transports players into the thick of the action^{xii} and thanks to a **new and improved 120Hz Refresh rate display**^{xiii}, now incorporated in the 1 series, fast-moving objects are rendered clearly for seriously smooth gameplay. The addition of **240Hz Motion blur reduction**^{xiv} also means the display updates at an incredible 240 times per second for blur-free, crystal clear performance. **240Hz Touch scanning rate** also ensures that the action happens exactly as intended and a crucial advantage over the competition.

Another new feature in both models is the ability to **adjust white balance** – reducing strain on the eyes and allowing for longer durations of mobile gameplay. The new **L-y raiser** (low gamma raiser) also makes it easier to see opponents in the dark by adjusting image details in dark areas and highlighting enemies without overexposing bright areas of the screen.

Combining visual excellence with an immersive audio experience is key for **Xperia 1 III**. Gamers can plug-in their favourite headset via a 3.5mm headphone jack and experience the audible benefits of the models' new features with minimal latency. The new **Audio equaliser** lets users control, heighten and minimise sounds such as footsteps and gunshots, allowing them to hear their opponents approaching and react ahead of them^{xv}. And for those playing in teams, the new **optimised V.C. microphone** allows for clear communication by reducing background noise based on the users chosen headset type^{xvi}.

Avid gamers can now relive winning moments in all their glory thanks to **high frame rate recording** at up to 120fps^{xvii}. Whatever they are playing, **R.T. record** (Rewind time record) automatically pre-records 30 seconds of game footage. So gamers can easily rewind and capture key moments like match-winning plays and share them online with friends and fellow competitors.

Finally, thanks to incorporated **Heat Suppression power control** (H. S. power control), gaming performance remains uncompromised. By powering the phone systems directly, rather than charging the battery, thermal stress on the handsets is reduced and overheating is avoided.

Create movies like the professionals

Cinematography Pro “powered by CineAlta” enables more choice for engaging, storytelling with dramatic slow-motion cinematography creation, all within a **4K HDR 120fps slow-motion movie recording** feature^{xviii} which can capture and playback up to 5x slow-motion when set at 24fps. It also records in 21:9 ratio at 24/25/30/60fps, enhancing cinematic expression. Eight different Look colour management pre-sets allow you to completely change the mood of your scenes, utilising different cinema styles, a vital tool in advanced storytelling. Sony’s unique Intelligent wind filter technology uses award-winning audio separation technology to reduce wind interference for clearer audio recording.

New features within both models include a range of **UI improvements** designed specifically with movie makers in mind. For instance, to help users control their workflow, they can easily check how much free memory is remaining and how much recording time is still available. They can also easily check which parameters they used on a specific clip, in order to apply them to other projects. Each clip’s parameter details now include resolution, FPS, look, lens, stabiliser, WB, ISO, shutter angle/speed, focus and audio level. This is further complemented with the ability to review and organise footage with clip playback, allowing users to play back clips with a simple swipe on the phone’s display.



Audio playback as the recording artist intended

Much like the immersive experience for cinephiles, the new Xperia models utilise sound tuned in collaboration with Sony Music Entertainment. In addition to unique hardware decoding, a newly developed speaker virtualiser enables **Xperia 1 III** to be **the world's first smartphones to reproduce 360 Reality Audio in the speakers.**^v Listeners can Immerse themselves in sound that is so authentic, it will feel like they are at a live concert or with the artist recording in a studio. All enjoyed through the Full-stage stereo speakers or with wired or wireless headphones.

If the music source being listened to is 2-channel stereo, the new **360 Spatial Sound** comes into play. It enables the **Xperia 1 III** to upmix stereo tracks and virtualize to an immersive sound experience, in real time. The technology works with local audio files and streaming services to further enhance the listening experience.

High-quality music can be further enjoyed through the Full-stage stereo speakers or when listening with headphones either wirelessly or with the 3.5mm audio jack. The **Full-stage stereo speakers** are placed at the front of the phone to effectively reproduce the sound field. And as an exclusive update

for **Xperia 1 III**, are now **40% more powerful^{xxix} than its predecessor^{xx}**. This is thanks to a new speaker box structure, which has been designed both to improve sound pressure and eliminate vibration. The audio volume through audio-out (via the 3.5mm audio jack) has also been improved by approximately 40%, while sound quality has improved with less distortion near the maximum output level.

As well as High-Resolution and High-Resolution Wireless Audio, **Xperia 1 III** continues to offer **DSEE Ultimate^{xxi}** which enhances the quality of digital music using Sony AI technology, including audio and video streaming services. It automatically improves audio frequency and dynamic range in real-time, taking each track close to high-resolution audio.

All the speed you need

Combining 5G and Wi-Fi connectivity with the latest Qualcomm® Snapdragon™ 888 5G Mobile Platform, the next generation of Xperia raises the bar for smartphone performance. This is thanks to the Qualcomm® Kryo™ 680 CPU enabling 25% higher performance and Qualcomm® Adreno™ 660 GPU delivering 35% faster graphic rendering than the previous generation.

Smart connectivity takes Xperia's deep learning technology that utilises Sony's Neural Network Libraries and analyses Wi-Fi signals to predict near-future connectivity issues. The **Xperia 1 III** assesses the quality of available Wi-Fi before connecting so there's no more grabbing Wi-Fi that doesn't work. If it predicts any compromise in Wi-Fi connection quality, it uses mobile data instead.^{xxii}

With a **4,500mAh battery**, **Xperia 1 III** offers plenty of power to keep users going through the day while a range of charging features helps maximise convenience and prolong battery life. When the battery needs a boost, it can be **charged up to 50% in just 30 minutes** with the included charger XQZ-UC1. Furthermore, Xperia Adaptive Charging allows the battery life to be extended up to three years (up from two in previous models). Xperia Adaptive Charging works by monitoring the phone as it charges, to make sure the battery isn't overworked.

Finally, **Xperia 1 III** offers a wireless charging and Battery share function, allowing the device to be connected to a wireless charger to conveniently top up the battery. Thanks to the Battery share function, it can double as a charging pad for other devices too.

Sleek design with functionality in mind

Xperia 1 III is crafted to be robust. It combines high-quality materials with a bold and distinctive design. From the **frosted glass** on the back to the blasted metal frame, it's an irresistible blend of form and function. It also features Corning® Gorilla® Glass Victus™ on the display, the toughest Gorilla® Glass yet – boasting improvement in both drop and scratch performance. It also features IP65/68^{xxiii} water resistance and protection against dust.

For the busy multi-taskers, **Xperia 1 III** features upgrades to the multi-window functionality. With the pop-up window feature, users can easily handle a new task, then get right back to what they were doing.

Last but not least, when paired with Sony headphones^{xxiv}, users can easily access the Sony | Headphones Connect app using the new Side Sense menu for swift connectivity.

Accessories

Xperia 1 III is available with a new and improved Antibacterial Style Cover. Designed with durability in mind, the covers feature a built-in stand to support horizontal placement and provide a comfortable viewing experience. It is also coated with anti-bacterial material that has a protection rate of up to

99.9%^{xxv} - preventing cell growth and maintaining cleanliness.

A 30W compact charger is also available and features USB-C power delivery. Safely designed for overheat protection, this new charger is certified with PPS support (Programmable Power Supply) to reduce heat impact.

[Xperia 1 III product specification](#)

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

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^[i] Xperia 1 III / Xperia 5 III feature 70mm and 105mm focal length in the same periscope camera paired with a Dual Pixel Diode sensor. Verified by Strategy Analytics' SpecTRAX Service against the published camera specifications for over 18,500 smartphones. Correct as of the 14th April 2021.

^[ii] Verified by Strategy Analytics' SpecTRAX Service against the published display specifications for over 18,500 smartphones. Correct as of the 14th April 2021.

^[i] Real-time Tracking is only available on Xperia 1 III. The subject may not be detected depending on the shooting environment

^[ii] Only applicable to Xperia 1 III. The refresh rate 120Hz drive is effective when the blur reduction setting is turned on. Display refresh rate may vary depending on content and app specifications

^[iii] Xperia 1 III features Corning® Gorilla® Glass Victus™ on the display only. The rear is crafted from Corning® Gorilla® Glass 6.

^[iv] 40% more powerful speakers only available in Xperia 1 III – compared to Xperia 1 II

^[v] This feature is currently available with TIDAL. Third party terms, conditions, account, and fees may apply. Service availability may vary by market. Verified by Strategy Analytics' SpecTRAX Service against the current audio specifications for over 18,500 smartphones. Correct as of the 14th April 2021.

^[vi] Result tested by Sony Corporation - based on usage profile using the same type of battery and USB charging. The life span of the battery varies on usage situation.

^[vii] Accuracy may vary according to environmental circumstances. Some performance restrictions may apply.

^{viii} Maximum calculations will depend on shooting environment. Up to x60 calculations per second AF/AE is available for 24mm, 16mm, 70mm and the 105mm lens can calculate up to 30fps AF/AE

^{ix} 35mm equivalent format

^x Both models feature four versatile lens options - 16, 24, 70, 105mm

^{xi} Optical SteadyShot™ is available on Photography Pro for the 24mm, 70mm and 105mm focal lengths. FlawlessEye™ is available on Photography Pro for the 24mm lens

^{xii} Depending on the specification of the game, it may not be display in the 21:9 ratio

^{xiii} The function may vary by content, game availability and compatibility. This function can be set in "Game Enhancer". The refresh rate of 120Hz has a black frames insertion function

^{xiv} The function may vary by content, game availability and compatibility. This function can be set in "Game Enhancer".

^{xv} The feature may vary by content, game availability and compatibility.

^{xvi} Effective only when connecting with the 3.5mm audio jack

^{xvii} Effective when the setting of the Game Enhancer refresh rate is more than 120Hz, or the setting is "Performance First". High frame rate recording up to 120fps is available at 720p resolution.

^{xviii} Functions with the wide-angle lens only

^{xix} The effect of feature may vary depending on environment and contents. Some performance restrictions may apply

^{xx} Compared to the Xperia 1 II

^{xxi} High-resolution compatible headphones (sold separately) are required to enjoy high-resolution sound sources equivalent to high-resolution audio

^{xxii} Smart connectivity availability may vary depending on country, carrier and user environment.

^{xxiii} This device is water resistant and protected against dust. All ports and attached covers should be firmly closed. Do not put the device completely underwater or expose it to seawater, salt water, chlorinated water or liquids such as drinks. Abuse and improper use of device will invalidate warranty. The device has been tested under Ingress Protection rating IP65/68. Sony devices that are tested for their water resistant abilities are placed gently inside a container filled with tap water and lowered to a depth of 1.5 metres. After 30 minutes in the container, the device is gently taken out and its functions and features are tested. Note this model has a capless USB port to connect and charge. The USB port needs to be completely dry before charging

^{xxiv} Headphones must be compatible with the smartphone app "Sony | Headphones Connect".

^{xxv} Protection rate may vary depending on long-term usage