

SONY

Press Release

Sony Introduces the New Interchangeable-Lens Vlog Camera Alpha ZV-E10 for Creators



Alpha ZV-E10 APS-C Camera Delivers High Quality Photo and Video Performance,
Video-Optimised Functions and Versatile Connectivity – Perfect for All Creators

Hong Kong, July 28, 2021 – Sony today announced the new Alpha series interchangeable lens vlog camera, **Alpha ZV-E10**. The new camera combines Sony’s advanced imaging technology with extensive usability and a custom-built feature set that is optimised for creators.

At its core, the Alpha ZV-E10 features a 24.2-megapixel (approx. effective) APS-C Exmor CMOS sensor and BIONZ X image processing engine to produce high-quality imagery with high-sensitivity, detailed texture depiction and beautiful natural bokeh. Additionally, the Alpha ZV-E10 includes the acclaimed video-specific features favored in the popular digital camera ZV-1 including “Background Defocus”¹ that can smoothly switch between a blurred (bokeh) and sharp background, as well as the “Product Showcase Setting”² mode that allows the camera to automatically shift focus from the subject’s face to an object being highlighted.



“With the introduction of the new Sony’s interchangeable lens camera, the Alpha ZV-E10, we are excited to meet the growing needs of today’s creators,” said Ryo Ochi, General Manager, Digital Imaging Division, Sony Electronics Asia Pacific. “The new Alpha ZV-E10 pairs the versatility and excellent image quality of a larger-sensor interchangeable lens camera with user-friendly features that are specifically designed for still and video, making it an ideal tool for both still and video creators looking to transition to a more advanced set up.”

The Alpha ZV-E10 features a video-first design in a lightweight form factor (approx. 12 oz. / 343g³) and includes the popular side-opening Vari-angle LCD Screen that allows creators to connect external mics on top of the camera. This simplifies their setup while still allowing users to see the screen in selfie shooting mode and from high and low angles.



In addition to the screen, the Alpha ZV-E10 includes several other easy-to-use functions that are specifically designed for still and video, including a new Still/Movie/Slow and Quick motion button located on the top of the camera that allows creators to easily change between their desired shooting mode with just one touch.

The new camera also includes advanced video features such as 4K video shooting and Slow Motion with high picture quality (FHD 120p). Electronic image stabilisation with Active Mode⁴ is also available and delivers stable video recording even while walking and shooting hand-held. Further, the Alpha ZV-E10's advanced AF (autofocus) technology provides fast, precise AF with excellent tracking performance, as well as high quality audio for clear sound recording.

Creative Versatility

An Interchangeable Lens Camera for Expanded Creative Expression

The Alpha ZV-E10 allows the user to expand their creative expression by utilising the ideal lens for each individual scene they want to shoot. The wide variety of compatible lenses in Sony's E-mount lens lineup lets the user choose the perfect lens based on their creative vision.



Advanced Autofocus



Sony's industry-leading AF technology enables the user to leave the focusing duties to the camera so that they can concentrate on composing their shot. The Alpha ZV-E10 includes Fast Hybrid AF and Real-time Eye AF for video⁵, Real-time Tracking⁶ that allows the camera to keep track of the subject's face and eyes for fast and precise autofocus even while shooting on-the-go and in challenging environments. The user can also customise the camera's AF settings, such as AF Transition Speed and AF Subject Shift

Sensitivity, to choose between fast focusing or slow focusing according to their creative preferences.

Additionally, the Alpha ZV-E10's Touch Focus function allows the user to intuitively set the focus position in still images by simply touching the screen. With one tap, the user can instantly shift the focus position to a subject in the image periphery. This is available in both stills and video modes.

High Quality Audio

Sony's leading technology enables the Alpha ZV-E10 to capture crystal clear sound recording that clearly captures the speaker's voice, thanks to its internal Directional 3-Capsule Mic and the supplied wind screen to greatly reduce wind noise. For expanded audio options, the Alpha ZV-E10 includes a Digital audio interface via Multi Interface (MI) Shoe Cap and a mic jack to connect an external mic. The inclusion of a headphone jack allows the user to connect headphones to accurately monitor sound recordings. Audio output timing can also be set for Live or Lip Sync.



Putting the Subject First

When shooting in different settings with dramatic changes in light, the user can rest assured that the Alpha ZV-E10 will automatically correct the exposure so that the subject's face is not over or under exposed, using an original Face Priority AE (autoexposure) algorithm capable of rapid AE transitions. This allows the camera to detect the subject's face and adjusts the exposure to ensure that the face is depicted at optimal brightness, even when selfie-shooting in scenes with extreme changes in lighting, and even if the subjects face turns away momentarily from the camera. In addition, the camera features the same advanced color science from the popular ZV-1 to optimise skin tones for any subject in both still and video modes.

Cutting-edge Video Features:

- Internal 4K movie recording through full pixel readout without pixel binning⁷
- High bit rate XAVC S™ codec⁸ at 100Mbps when recording 4K
- Slow & Quick Motion⁹
- High-speed full HD recording at 120 fps¹⁰
- Interval Shooting¹¹ for stunning time-lapse videos¹²
- Hybrid Log-Gamma (HDR)¹³ / S-Gamut3.Cine / S-Log3, S-Gamut3 / S-Log3

Designed for Creators

Users can comfortably operate the new Alpha ZV-E10 thanks to its easy-to-hold body grip and large MOVIE button that is conveniently located on top of the camera. When paired with the optional Shooting Grip with Wireless Remote Commander (GP-VPT2BT, sold separately), one-handed shooting is simplified with easy to access zoom, record and a customisable button. A recording lamp (tally light) is also provided on the front face of the body for an at-a-glance indication of recording status. A red frame on the LCD screen also appears while recording to quickly and easily lets the user know if recording is active when behind the camera.



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A unique feature of the Alpha ZV-E10 is the zoom lever that can operate optical zoom with power zoom lenses and Clear Image zoom with prime lenses. When pairing the camera with a prime lens, the user can zoom without losing video resolution to maintain full 4K video. The user can also choose from 8 zoom speed settings for added creative flexibility.

The Alpha ZV-E10 features long battery performance with enough power to capture up to 125 minutes¹⁴ or 440 images¹⁵ on a full charge so the user can record for long periods without worry. When shooting indoors, AC power supplies like the optional AC-PW20AM can supply power, so the user can continue to record without worrying about battery consumption. Power can also be supplied through a USB Type-C® connector, allowing external batteries to power the camera for extended battery life when shooting on the go. To conserve the camera's battery, the Alpha ZV-E10's Vari-angle LCD Screen allows the user to put the camera into Power save mode¹⁶ by closing it and instantly shoot by opening the panel.

Stay Connected

Livestreaming

The Alpha ZV-E10 can also be used as a high-quality webcam or live streaming camera by simply connecting it to a PC or smartphone¹⁷ for increased mobility while streaming with no additional software needed. The feature allows the user to take advantage of the Alpha ZV-E10's outstanding image quality and crystal-clear audio as well Face Priority AE and Soft Skin Effect while livestreaming or on video calls. Alpha ZV-E10 supports standards used for USB cameras like UVC (USB Video Class) / UAC (USB Audio Class). The Alpha ZV-E10 also allows users to connect to a power supply via USB cable while livestreaming for longer usage. For added convenience, the user can assign this function to a custom button to start streaming instantly.



Easy File Data and Transfers

Using Sony's Imaging Edge Mobile app¹⁸, users can transfer selected images and video files to a mobile device via Wi-Fi. This also allows the user to transfer RAW image files. After the camera has been paired to the Imaging Edge Mobile app, the files' location data can be acquired from the mobile device and recorded. Users can transfer files from an SD card in the camera to a smartphone (mobile device) via Bluetooth even if the camera is powered OFF¹⁹.

Pricing and Availability

The **Alpha ZV-E10** interchangeable lens vlog camera will be available in black and white from 12 August 2021 at HK\$4,999. A new kit featuring the Alpha ZV-E10 camera and E PZ 16-50mm F3.5-5.6 OSS power zoom lens will also be available from 12 August 2021 at HK\$5,990.



Order Now!

From July 28 to August 10, 2021, the Alpha ZV-E10 interchangeable lens vlog camera and the kit are available for pre-order 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 Alpha ZV-E10 or the kit will receive NP-FW50 Battery (worth HK\$450) and 1-year premium services (worth HK\$590), as well as are eligible to purchase the following items with special offer, including SEL1018 lens at HK\$4,890, wireless mic for vlog ECM-W2BT at HK\$1,490 and shooting grip with wireless remote commander GP-VPT2BT at HK\$790.

For a full list of specs and information, please visit [here](#).

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

A product video on the new Alpha ZV-E10 can be viewed [here](#).

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

About Hong Kong Marketing Company

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¹ Background Defocus is the name of the function assigned by default to the C1 button. Aperture values in Bokeh Switch Defocus / Clear are as follows. Movies: [Background Defocus: Defocus] lens widest aperture; [Background Defocus: Clear] F8-11, controlled automatically between F8 and F11 according to the environment. Stills: [Background Defocus: Defocus] lens widest aperture; [Background Defocus: Clear] F11. F values are not displayed in either Movies or Stills. The menu item associated with the Bokeh Switch is named "Background Defocus".

² When Product Showcase Setting is activated image stabilisation on this model it remains on.

³ With battery and memory card included.

⁴ Image crop in Active Mode. Active Mode is not available when recording at frame rates of 120 (100) fps, including S&Q

⁵ Real-time Eye AF for animals is not available in movie shooting.

⁶ Tracking" in the menu.

⁷ When recording at 24p. With image stabilisation Off/Standard Mode.

⁸ 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

⁹ Sound recording is not possible. A Class 10 or above SDHC/SDXC card is required.

¹⁰ A Class 10 or higher SDHC/SDXC card is required for XAVC S format movie recording. UHS speed class 3 or higher is required for 100 Mbps recording. Frame rates are 1-120fps (NTSC) or 1-100fps (PAL).

¹¹ Wi-Fi is not operational during interval shooting

¹² Time-lapse movie creation is possible on a PC

¹³ Connect this product to an HDR (HLG) compatible Sony TV via a USB cable to display HDR (HLG) movies

¹⁴ Continuous recording time for movies.

¹⁵ CIPA standards.

¹⁶ On this model, whatever the screen orientation (inward or outward facing), the user can shoot as soon as they open the screen.

¹⁷ Your PC or smartphone OS must be compatible with UVC/UAC to use this functionality. Among smartphones, operation has been verified with the Xperia 1 II and Xperia 5 II (latest firmware required) for Android™ 11 or later (As of May 2021). Compatibility with other smartphones depends on manufacturers' specifications. A commercially available USB cable and/or terminal adaptor may be used to connect to equipment with a USB Type-C port.

¹⁸ Imaging Edge Mobile version 7.5.1 or later is required.

¹⁹ "Power off connection" in the camera's smartphone settings must be turned ON, and the camera and smartphone must be paired via Bluetooth.