

SONY

Press Release

Sony Expands Vlogging Line-Up with New ZV-1F, the Vlog Camera that Boosts Creative Power



Hong Kong, October 13, 2022 – Sony today announced the new vlog camera [ZV-1F](#). Packed with creative power, easy-to-use vlogging functions, advanced connectivity, and eco-friendly features, it is the new go-to camera for vloggers and creators who want to capture stunning stills and video. The pocket-size camera has been optimised for vlogging with Sony's latest technology to make content stand out.



ZV-1F key features:

- Fixed ultra wide-angle 20 mmⁱ F2.0 prime lens for selfie shooting
- Background bokeh and Face priority AE to ensure subjects stand out
- Skin tone optimisation including Soft Skin Effect option
- High precision focusing and Eye AF for both humans and animalsⁱⁱ
- Active Mode (electronic) image stabilisation when shooting videoⁱⁱⁱ
- Creative Look presets for ultimate visual expression
- Slow motion and quick motion options to enhance creativity
- Product Showcase Setting for product reviews
- Enhanced touchscreen features with Touch Zoom and Step Zoom^{iv} functionality
- Clear voice recording with 3-capsule mic and wind screen
- 4K 30p /FHD 120p
- Easy smartphone connection to transfer content for social platforms
- Eco-friendly features for reduced environmental impact

“We have designed the pocket-size vlog camera **ZV-1F** with creators front of mind,” said Yasufumi Machitani, Director, Digital Imaging Division, Sony Electronics Asia Pacific. “As audiences drive the demand for high-quality content, creators need an all-in-one camera solution that delivers superior quality with creative options whilst being easy to use and designed for wireless content sharing. We are also proud to have incorporated eco-friendly features in the **ZV-1F** as sustainability remains a key focus for Sony.”



Boost Your Creative Power

The **ZV-1F** has been designed to let the subject shine in any scene with an ultra-wide 20mm prime lens for optimum selfie shooting and wide field of view to capture more background. The vlog camera also offers background bokeh in both stills and video to further highlight the subject or create a softer look.

Skin tone is optimised for both video and stills with a ‘Soft Skin Effect’ option that smooths and reduces wrinkles when shooting video and creates a natural skin tone effect for stills. Face Priority AE automatically adjusts the brightness when shooting so that faces can be captured with optimal brightness, even in situations where the light changes. The **ZV-1F** also boasts high precision focusing and Eye AF for both humans and animals which allows the autofocus to fix tenaciously on the face and eyes without getting diverted by other subjects. Users can easily change subjects via the camera’s touchscreen.

What’s more, when shooting video, image stabilisation is available in Active Mode^v (electronic) to ensure footage is steady and smooth when walking.

The newly available Creative Look function gives users several preset options to create desired atmospheres in both stills and video with differences in tone, brightness, colour depth and more. A total of 10 modes are available to enhance creativity and allows users to share content immediately with no need for editing.

The **ZV-1F** also features S&Q mode^{vi} to shoot in both slow motion at 5 x slower speed^{vii} and quick motion at 60 x faster^{viii} hyper lapse speed to achieve a desired effect.

In addition to stills and video, high-quality sound is vital to capture perfect content. A Directional 3-Capsule Mic and wind screen provide clear voice recording and reduced noise in windy outdoor conditions.

A Simple Compact Vlogging Device

The **ZV-1F** has been designed for total ease of use, so that vloggers can focus on content capture and intuitively use the camera without difficulty. Weighing only approx. 229g^{ix} it is compact and lightweight enough for everyday use and can be carried everywhere. It also features a Vari-Angle LCD touch screen with features and settings changed by touch, including the ability to zoom^x, so operation is instinctive.

The new vlog camera includes a Bokeh Switch button to allow users to quickly switch between background bokeh when they want to highlight the face and without, even whilst recording video. It also features a Product Showcase setting to allow users to seamlessly shift focus between face and products – perfect for reviews.

The **ZV-1F** also features a self-timer^{xi} and recording lamp to make video content even easier to capture.

Connectivity and Accessories

The new vlog camera, **ZV-1F**, has been optimised for use with a smartphone. Sony's new smartphone app **Imaging Edge Mobile Plus™**^{xiii} allows users to connect to the camera via Bluetooth or Wi-Fi and transfer images and video. Content captured can be easily transferred to a smartphone and then uploaded to social platforms. Users can even mark shots for posting on social using shot marks^{xiii} during shooting or on the camera. Additionally, users can cut out and transfer specific 15, 30, or 60 second^{xiv} marked clips to their smartphone and post directly to social without the need to edit the length to suit the platform.

The **Imaging Edge Mobile Plus™** app also allows users to control many of the camera's settings like date, time and area as well as software updates and support guides. It can also operate the **ZV-1F** remotely and display battery level and remaining storage capacity.

Users can even use the **ZV-1F** as a high-quality live-streaming device^{xv}. With an appropriate video conference application or similar software, the **ZV-1F** can function as a high-performance web camera when connected to a computer or smartphone via USB^{xvi}.

The **ZV-1F** is compatible with the GP-VPT2BT^{xvii} Shooting Grip with Wireless Remote Commander which offers cable-free control of zoom, recording and more, and expands into a mini-tripod for stable hands-free shots. An external microphone can also be easily attached to the accessory shoe^{xviii} for clear sound recording.



Supporting a Sustainable Future

The **ZV-1F** was designed with environmentally friendly features and technology to ensure a sustainable future. Recycled materials^{xix} including SORPLAS^{TMxx} are used in both the camera body and bundled accessories like the newly developed wind screen^{xxi} that have been adapted to maintain performance. Plant-based non-woven fabrics are used for product bags to reduce plastic packaging.

Availability

The new **ZV-1F** will be available from 21 October 2022 at HK\$4,290.

Order Now

From 14 October to 19 October 2022, the ZV-1F is 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 pre-ordering the ZV-1F will receive Memory Card SF-E128 (worth HK\$399) and can also purchase the Shooting Grip GP-VPT2BT at a discounted price of HK\$790 (suggested retail price is HK\$1,090).

For detailed product information, please visit [here](#).

A product video of the new **ZV-1F** can be viewed [here](#).

A variety of exclusive stories, videos and exciting new content shot with the newest cameras and other Sony products can be found [here](#).

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

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ⁱ 35mm format equivalent

ⁱⁱ Still images only. Does not work with all types of animal

ⁱⁱⁱ Slight image crop in Active Mode. Active Mode is not available when recording frame rate is 120 (100) p for normal movies and frame rate is 120 (100) fps for S&Q

^{iv} Users can select from zooms of 1.0/1.5/2.0/4.0x to quickly change the angle of view. In FHD, zooms of 1.5x and 2.0x use Clear Image Zoom and 4.0x uses digital zoom; in 4K, 1.5x uses Clear Image Zoom and 2.0x and 4.0x use digital zoom

^v Slight image crop in Active Mode. Active Mode is not available when recording frame rate is 120 (100) p for normal movies and frame rate is 120 (100) fps for S&Q

^{vi} The recording format in S&Q mode is XAVC S HD. Sound recording is not possible. A Class 10 or higher SDHC/SDXC card is required. UHS speed class 3 or higher is required for 100 Mbps recording

^{vii} S&Q mode recording at 120 fps (frame rate) 24p (recording frame rate).

^{viii} S&Q mode recording at 1 fps (frame rate) 60p (recording frame rate).

^{ix} Approx. 229g (8.1oz.) body only /Approx. 256g (9.1oz.) with battery and memory card included

^x Users can select from zooms of 1.0/1.5/2.0/4.0x to quickly change the angle of view. In FHD, zooms of 1.5x and 2.0x use Clear Image Zoom and 4.0x uses digital zoom; in 4K, 1.5x uses Clear Image Zoom and 2.0x and 4.0x use digital zoom

^{xi} Not available when shooting movie in still image mode by pressing MOVIE button

^{xii} The Imaging Edge Mobile Plus app can be downloaded from the following site. Please use Imaging Edge Mobile Plus Ver. 1.0 or later. www.sony.net/ca/

^{xiii} Two types of shot marks: Shot Mark1 and Shot Mark2

^{xiv} Depending on where the shot mark is added, the length of the cut-out video may be shorter than the set length.

^{xv} When streaming via USB, the resolution is 1280 x 720 and the frame rate is 30 fps

^{xvi} When streaming via USB, the resolution is 1280 x 720 and the frame rate is 30 fps. To use this function, the OS on the PC or smartphone side must support UVC/UAC. When connecting to a mobile device equipped with a USB Type-C(R) port, please use a commercially available USB cable or terminal conversion adapter.

^{xvii} Sold separately

^{xviii} Since this model's accessory shoe does not have electronic contacts, it does not support operation of an external flash, audio input, etc

^{xix} Recycled materials may not be available, depending on the time of production.

^{xx} "SORPLAS" is a trademark of Sony Group Corporation. "SORPLAS" is a sustainable flame-retardant plastic developed and provided by Sony Semiconductor Solutions Corporation

^{xxi} The wind screen fibres are made exclusively from recycled polyester. Recycled polyester may not be available, depending on the time of production