

SONY

Press Release

Sony's New Full-frame Vlog Camera ZV-E1 Delivers the Ultimate Content Creation Experience



Hong Kong, March 30, 2023 – Sony announced today the new [ZV-E1](#), an interchangeable-lens vlog camera with a high-performance 35mm full-frame image sensor for the ultimate content creation experience. Positioned at the top of Sony's Vlog camera line-up, it boasts Sony's E-mount¹, advanced technology, cinematic imagery with rich gradation performance low noise, and high sensitivity. The world's most compact, lightweight body² offers outstanding mobility, whilst refined operation gives vloggers maximum creative freedom and versatility.

ZV-E1 key features:

- The world's smallest, lightest, full-frame interchangeable lens vlog camera²
- Full-frame back-illuminated CMOS Exmor R™ sensor with 15+ stops of latitude and high sensitivity
- Sony E-mount System
- BIONZ XR™ image processing engine
- AI-based Real-time Recognition AF³ and Tenacious Real-time Tracking⁴
- 4K 60p, 4K 120p Upgradable⁵
- Cinematic Vlog Setting⁶ including S-Cinetone
- 5-axis optical in-body image stabilisation and Dynamic active Mode stabilisation⁵
- AI-based Auto Framing⁷ and Framing Stabiliser⁷
- S-Gamut3.Cine/S-Log3 and S-Gamut3/S-Log3
- Breathing Compensation function⁸
- Product Showcase Setting⁹ and one-touch Bokeh Switch
- Intelligent 3 Capsule Microphone with variable directivity
- Vari-angle touch LCD screen for easy monitoring
- Easy, stable smartphone connectivity
- Designed with sustainability in mind



Expressive imagery that emphasises the subject

The **ZV-E1** is a dedicated vlog camera that features a 35mm full-frame back-illuminated CMOS Exmor R™ sensor, with approximately 12.1 effective megapixels, that delivers high sensitivity, low noise and gorgeous bokeh.



With up to 8 times¹⁰ more processing power than previous types, the BIONZ XR™ image processing engine markedly boosts high-sensitivity performance, gradation rendering, colour reproduction, low-noise performance, and more. The high volume of data generated by the image sensor can be processed in real time, even when shooting 4K (QFHD: 3840 x 2160) footage at 120p¹¹. The BIONZ XR processor also contributes significantly to improved AF speed and precision.

High-quality 4K (QFHD) video can be recorded with full-frame readout at 10-bit 4:2:2, without the need for pixel binning. This makes the expressive advantages of the full-frame format available for video recording whilst delivering high-resolution 4K footage without moiré or jaggies.

Users can shoot 4K 60p and can upgrade up to 4K 120p through the Creators' Cloud with extraordinarily smooth 5x (max.) slow-motion imagery¹². When directly replaying video in slow or quick motion in the S&Q mode¹³ while using the XAVC S-I format at 60p, a maximum bit rate of 600 Mbps (4:2:2 10-bit, H.264, All-I)¹⁴ delivers outstanding image quality. When upgraded, and using the XAVC S format, up to 10x slow motion with Full HD resolution can be used at 240 fps¹⁵ providing fresh perspectives on dynamic sports and other types of action.

A 15+ stop latitude¹⁶ makes it possible to capture natural looking images in a wide variety of lighting situations without losing highlight or shadow detail.

The standard ISO range extends from 80 to 102400 for both stills and movies. The expanded range for stills is 40 to 409600, and the expanded range for movies is 80 to 409600.



Turn cinematic aspirations into reality

The **ZV-E1** can create standout content with Cinematic Vlog Setting¹⁷ - an intuitive way to create scenes that look like feature movies. By choosing an appropriate Look and Mood¹⁸, anyone can create cinematic vlog footage that ideally matches the scene and creative intent. Cinematic Vlog Setting include 'Looks'¹⁹ that delivers natural mid-tones, plus soft colours and smooth highlights that are essential to cinematic look and enhance skin tones, 'Moods'²⁰ that emphasise specific colours, and AF transition speed²¹ that determines how quickly autofocus will switch between subjects. The overall cinematic feel is further enhanced by a 24 fps²² frame rate and the widescreen Cinemascope aspect ratio (2.35:1)²³ with black bands above and below the image.

For a truly cinematic look, the **ZV-E1** features S-Cinetone. Based on Sony's Cinema Line technology, S-Cinetone delivers natural mid-tones that are essential to healthy-looking skin colour to deliver cinematic quality.

A selection of new Creative Looks makes it easy to create interesting looks for stills and video right in the camera. 10 Creative Looks are provided as presets that can be used as they are or customised. What's more, newly added My Image Style²⁴ makes it possible to shoot in the Intelligent Auto or Scene Selection mode, icons on the touch-sensitive monitor make it easy to directly adjust background bokeh, brightness, and colour tone, as well as select a Creative Look.



AI plus leading technology delivers consistently stunning imagery

Real-time Recognition AF incorporates an innovative AI processing unit that uses subject form data to accurately recognise movement - human pose estimation technology uses learned human forms and postures to recognise not just eyes, but body and head position with high precision, making it possible to lock onto and track a subject facing away from the camera. The AI processing unit can even differentiate between multiple subjects having different postures and recognition of individual faces has also been improved so that tracking reliability is achieved in challenging situations such as when a subject's face is tilted, in shadow, or backlit. In addition to Human and Animal²⁵, the AI processing unit now makes it possible to recognise Bird²⁶, Insect, Car/Train and Airplane²⁷ subjects, providing even greater flexibility and reliability when shooting both stills and video.

The **ZV-E1** features AI-based Real-time Tracking⁴ that can be activated by specifying the subject and half-pressing the shutter button. The camera will then automatically track the subject, leaving the user free to concentrate on framing and composition. The new camera has a fast Hybrid AF for fast acquisition and tenacious tracking as well detailed AF settings for the ultimate precision and control.

A compact, precision stabilisation unit and gyro sensors with optimised algorithms achieve up to 5.0-step²⁸ stabilisation that helps to deliver the full image quality potential of the **ZV-E1**. Camera shake is detected and effectively corrected in 5 axes²⁹ and the in-body image stabilisation of the vlog camera can provide effective stabilisation with a wide range of lenses, including E-mount lenses that do not include stabilisation of their own.

Dynamic active Mode stabilisation³⁰ is approximately 30% more effective than the Active Mode³¹ provided in previous models. This makes it easier than ever to shoot smooth, stable vlog footage whilst moving around for bold, dynamic expression.

Another amazing feature of the **ZV-E1** is the AI-based Auto Framing for video³² ideal for recording interviews, music performances, cooking, and much more. Using AI-based subject recognition technology, the Auto Framing feature automatically crops the frame to keep the subject in a prominent position when shooting video. Even without moving the camera the framing is continually adjusted to follow the subject smoothly, which will be also helpful for one man shooting operation. The subject to be tracked can be easily selected via the camera's touch-sensitive monitor or the Creator's App on a smartphone.

Breathing Compensation³³ suppresses image shifts whilst focusing to maintain a consistent angle of view and achieve smooth, dramatic focusing effects. The camera also features Multiple Face Recognition³⁴ which automatically adjusts bokeh and focus on multiple recognised faces when shooting group selfies or group portraits – preventing problems like only the faces in the front being in focus whilst those further back are out of focus.

The **ZV-E1** also boasts a Framing Stabiliser³² that automatically keeps the subject's position in the frame constant. Advanced AI-based subject recognition technology works with the camera's Dynamic active Mode image stabilisation to keep the subject smoothly and stably in the frame as you like freely during handheld shooting – This makes it possible to create smooth video expressions, such as when taking follow-up shots or shooting around the subject.

With the **ZV-E1** skin tones are independently optimised for stills and video, so skin is natural and beautifully rendered whether shooting selfies or vlogging. The camera also features a Bokeh Switch for one-touch background bokeh enhancement³⁵ and a soft skin effect when shooting video³⁶.

Of course, the **ZV-E1** also includes the Product Showcase Setting³⁷ for product review videos so users can smoothly switch focus from the presenter's face to a product held in front of the lens and back again.

Smooth, simple, versatile zoom

Users can expect creative zoom control³⁸ with the **ZV-E1**. The zoom lever located on the top of the grip not only controls compatible powered zoom lenses, but also allows Clear Image Zoom to be used with unpowered zoom and prime lenses with less image degradation. This can significantly reduce the number of lenses required for many projects.

Real-time Recognition AF, Real-time Tracking, and focus area settings remain active while zooming digitally or with Clear Image Zoom, ensuring that the full precision and speed of the camera's phase-detection AF system is achieved, even during digital zoom operations.

Control time to capture unforgettable moments and situations

In-camera Time-lapse creation is a great feature for users who want to record Time-lapse sequences like the movements of clouds, people, cities and other slowly changing subjects in uniquely expressive ways. The exposure interval³⁹ can be set from 1 second to 60 seconds, making it easy to compress slow action into enjoyable time-lapse sequences.

Advanced audio for winning vlog content

The **ZV-E1** features a high-performance 3 capsule microphone with variable directivity that can pick up clear audio in outdoor situations where wind and environmental noise can be a problem and is supplied with a windscreen that can significantly reduce wind noise when shooting in windy outdoor conditions. Auto⁴⁰, Front⁴¹, All Directions⁴², and Rear⁴³ directivity settings are available to match a variety of environments, and automatically switches to a direction in line with face recognition, so users can easily make optimal recordings.

The camera also includes a Multi Interface (MI) shoe with digital audio interface and mic and headphone jacks offer expanded audio capabilities.

Advanced editing support gets the creator's intent across

The **ZV-E1** supports advanced video recording modes – fast readout and high-volume data processing capabilities of the full-frame image sensor enable full-frame 4K readout without pixel binning, plus a range of recording formats that deliver notably improved image quality and more flexible, efficient editing in post-production.

The **ZV-E1** can record 10-bit 4:2:2 video internally when using Long GOP or All Intra compression, supports internal intra-frame (All-I)⁴⁴ recording and XAVC HS⁴⁵ format recording using the MPEG-H HEVC/H.265 codec provides approximately doubled efficiency.

The vlog camera also has Flexible ISO, which is set to AUTO or manually set between 640 and 102400 (160 and 409600 in expanded ISO mode and Picture profile with assignable LUTs so users can create specific looks when shooting in modes other than one of the preset Log modes.

Designed for smooth, easy vlogging

The **ZV-E1** has been designed for ease of use, with a side-opening vari-angle LCD Screen for easy monitoring and touch function whilst recording and control layout and grip optimised for vlogging.

Features for convenient, confident shooting

The new vlog camera features uninterrupted power for extended recording with Sony's high-capacity Z battery and USB PD (Power Delivery) that supports fast charging⁴⁶. For even better power performance the image processing engine, image sensor, and related circuitry have been designed to optimise power economy in all shooting conditions.

Compact and lightweight for outstanding mobility

The **ZV-E1** is the world's most compact, lightweight vlog camera with a full-frame CMOS sensor and lens interchangeability⁴⁷. Its extraordinary mobility gives vloggers new capabilities for creative expression.

It features a dust and moisture resistant design⁴⁸. **ZV-E1** can even be operated with one hand if using a Shooting Grip with Wireless Remote Commander (GP-VPT2BT)⁴⁹.

Creators' Cloud and easy smartphone connection

Creators can connect and share content easily with Sony's newly announced Creators' Cloud⁵⁰ a suite of applications designed to extend the camera and shooting into the cloud, through instant video and stills upload, enable quick editing and collaborative work with peers, from multiple devices.

The Creators' App can be used to control the **ZV-E1** from the smartphone, and transfer stills and videos shot on the camera to the smartphone. Camera battery and media status can be monitored from the smartphone, and date and camera names can be edited as needed. The Creators' App also provides a convenient way to update camera software.

In-depth editing

The **ZV-E1** records image stabilisation and camera rotation metadata that can be useful when editing in the free Catalyst Browse desktop application, paid Catalyst Prepare desktop application⁵¹ or plugin⁵² as users can quickly and precisely stabilise footage during editing. Lens breathing compensation can be applied during editing.

High-quality live streaming

Stream top-quality live content as when connected to a personal computer or smartphone⁵³ via USB the **ZV-E1** can function as a 4K (2160p) webcam and take online meetings, live events, and even simple conversations with family and friends to new creative heights.

Designed with sustainability in mind

In addition to Sony's commitment to a sustainable future with global initiatives like Road to Zero and the 2030 renewable energy goal, the **ZV-E1** has been specifically developed with sustainability in mind.

The camera has a windscreens using fibres⁵⁴ made from recycled PET bottles⁵⁵ to reduce Sony's environmental impact, without compromising functionality.

Lastly, the outer packaging of the **ZV-E1** is environmentally conscious and recyclable with no plastic and employs Sony's 'Original Blend Material' – bamboo, sugar cane and recycled paper. Also, plant-based non-woven fabrics are used for the product bags⁵⁶ to minimise Sony's environmental footprint.

Also, **ZV-E1** includes new accessibility features that facilitate operation in a number of ways, including screen reader functionality for the visually impaired⁵⁷. Accessibility features allow anyone to enjoy shooting and playback using the **ZV-E1**.

Pricing and Availability

The **ZV-E1** camera will be available from 14 April 2023 at HK\$16,990. A new kit featuring the **ZV-E1** and SEL2860 standard Lens will also be available from 14 April 2023 at HK\$19,490.

Order Now

From 30 March to 11 April, 2023, the **ZV-E1** 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-E1 or the kit will receive shooting grip with wireless remote commander GP-VPT2BT at HK\$1,090, as well as are eligible to purchase the SEL20F18G lens at HK\$5,290.

For detailed product information of **ZV-E1**, please visit [here](#).

A product video of the new **ZV-E1** 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](#). Sony's Asia Pacific photography hub details product news, competitions and an up-to-date list of Sony events in each country/region.

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>.

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¹ It can be used with all E-mount lenses including the superlative G Master series with stunning resolution and world-class bokeh

² As of the March 2023 product announcement, based on a Sony survey of interchangeable-lens digital cameras with 35mm full-frame image sensors and optical in-body image stabilisation

³ Camera may not accurately recognise all specified subjects in all conditions. Available subject settings are: Human, Animal/Bird, Animal, Bird, Insect, Car/Train, and Airplane. Subject types other than the type specified may be erroneously recognized in some cases

⁴ [Tracking] in the menu. Based on advanced artificial intelligence, including machine learning

⁵ A free license must be downloaded from Sony's camera upgrade website and installed in the camera. Not available in some countries and regions. To be released in June 2023 or later. Visit the following URL for details: <https://creatorscloud.sony.net/cameraupgrade/4k120p/>

QFHD (3840×2160). With approx. 10% image crop.

⁶ Available in the Movie and S&Q modes. Not available for XAVC S-I 4K recording in S&Q mode

⁷ Only available for movies. Framing is cropped from 4K images, resulting in reduced angle of view

⁸ Only available with lenses that support Breathing Compensation. Angle of view and image quality may change slightly. Full compensation may not be possible with all lenses. This function is not available when Distortion Comp. is OFF, the S&Q mode is in use, or the recording format is set to RAW or any format that includes RAW. <http://support.d-imaging.sony.co.jp/support/ilc/breathing/en/>

⁹ [Subject Recognition in AF] is locked to [Off], and [Focus Area] is set to [Zone].

¹⁰ Compared to the BIONZ X image processing engine in the ZV-E10. Sony tests

¹¹ A free license must be downloaded from Sony's camera upgrade website and installed in the camera. Not available in some countries and regions. To be released in June 2023 or later. Visit the following URL for details: <https://creatorscloud.sony.net/cameraupgrade/4k120p/>

QFHD (3840×2160). With approx. 10% image crop.

¹² Post-production editing and S&Q mode recording required

¹³ Audio recording not available in the S&Q mode

¹⁴ A V90 class memory card is required to record XAVC S-I

¹⁵ A free license must be downloaded from Sony's camera upgrade website and installed in the camera. Not available in some countries and regions. To be released in June 2023 or later. Visit the following URL for details: <https://creatorscloud.sony.net/cameraupgrade/4k120p/>

1420 x 804 effective sensor readout pixels

¹⁶ S-Log3 movies, Sony tests

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- ¹⁷ Available in the Movie and S&Q modes. Not available for XAVC S-I 4K recording in S&Q mode
- ¹⁸ Mood is not available when the [Mono] Look is selected
- ¹⁹ S-CINETONE/ CLEAN / CHIC / FRESH / MONO
- ²⁰ AUTO / GOLD / OCEAN / FOREST
- ²¹ HIGH / MID / LOW
- ²² Recording frame rates are indicated as the closest integer values. The actual corresponding frame rates are as follows:
24p: 23.98 fps, 30p: 29.97 fps, 60p: 59.94 fps, and 120p: 119.88 fps
- ²³ The black bands above and below the image are recorded as part of the image. The image area between the black bands is Cinemascope aspect ratio, but aspect ratio of the entire recorded image area is 16:9
- ²⁴ Settings are reset when switching between the still, movie, and S&Q modes (including REC in Still mode)
- ²⁵ Animal recognition has been expanded, now recognising the eye of some grazing and small animals in addition to the eyes and heads of dogs, cats, and similarly featured animals
- ²⁶ The newly added Bird mode easily pinpoints the eyes of a variety of bird types as well as recognising bird heads, bodies, and poses
- ²⁷ Camera may not accurately recognize all specified subjects in all conditions. Available subject settings are: [Human], [Animal/Bird], [Animal], [Bird], [Insect], [Car/Train], and [Airplane]. Subject types other than the type specified may be erroneously recognized in some cases
- ²⁸ CIPA standards. Pitch/yaw shake only. FE 50mm F1.2 GM lens. When shooting stills
- ²⁹ Angular shake (pitch/yaw) has the biggest impact on image quality and tends to increase at longer focal lengths, X/Y shift that is most apparent in high magnification macro shots and rotational shake (roll) that can ruin night shots and movies
- ³⁰ Dynamic active Mode reduces angle of view more than Active Mode. Clear Image Zoom is not available when shooting 4K movies using Dynamic active Mode
- ³¹ Compared to the α 7S III Active Mode. Sony internal tests
- ³² Only available for video. Framing is cropped from 4K images, resulting in reduced angle of view
- ³³ Only available with lenses that support Breathing Compensation. Angle of view and image quality may change slightly. Full compensation may not be possible with all lenses. This function is not available when Distortion Comp. is OFF, the S&Q mode is in use, or the recording format is set to RAW or any format that includes RAW.
<http://support.d-imaging.sony.co.jp/support/ilc/breathing/en/>
- ³⁴ Available in the movie or S&Q mode when Intelligent Auto is selected with [AF Subject Recognition] set to [Human].
- ³⁵ Backgrounds can be quickly defocused by simply pressing it. This feature makes it easy to achieve beautiful full-frame bokeh that effectively emphasizes the main subject while creating deep, impressive images
- ³⁶ The Soft Skin Effect smooths out small wrinkles and blemishes while adding clarity around the eyes and mouth
- ³⁷ [Subject Recognition in AF] is locked to [Off], and [Focus Area] is set to [Zone].
- ³⁸ Zoom Speed: The WIDE and TELE ends of the zoom lever each have two operating positions to which any of eight zoom speeds can be assigned as needed. Extremely slow zooms are easy. Different zoom speeds can also be assigned to the camera's standby and record modes.
Step Zoom: Usable with Clear Image Zoom and Digital Zoom, this feature can be engaged via a new Step Zoom button or the touch sensitive monitor to quickly select 1.0x, 1.5x, 2.0x, or 4.0x zoom ratios*1. It can also be used in conjunction with optical zoom.
Custom Button Zoom: Wide and tele zoom operation can be assigned to custom buttons, to provide control of more zoom speeds than are available with the zoom lever alone.
Zoom Ring Direction: Determines which zoom ring rotation direction is assigned to wide and tele zoom (compatible powered zoom lenses only). With the default setting, counter clockwise rotation zooms to wide (zoom out), and clockwise rotation zooms to tele (zoom in).
Remote Zoom: Supports remote zoom control from the Creator's App or an optional remote-control unit. Fixed or variable zoom speed can be set as required. Remote control zoom speeds can be independently specified, and it is easy to produce extremely slow, smooth, emotional zooms when appropriate.
- ³⁹ Maximum exposure interval is 6 seconds when shooting 4K
- ⁴⁰ [Front] or [All Directions] directivity is automatically selected according to the current subject recognition and tracking status
- ⁴¹ Sound is picked up from the front of the camera (from the direction in which the lens is pointed)
- ⁴² Sound is picked from all directions
- ⁴³ Sound is pickup up from behind the camera
- ⁴⁴ When XAVC S-I 4K or HD is selected via the file format menu
- ⁴⁵ Catalyst Browse™ Version 2022.1 or later, or other XAVC HS compatible editing software is required for editing
- ⁴⁶ USB charging and power delivery are only supported via the USB Type-C® terminal. A battery must be installed in the camera when supplying USB power. The internal battery may drain even if USB power is supplied, depending on the adapter used and camera operating conditions
- ⁴⁷ As of the March 2023 product announcement, based on a Sony survey of interchangeable-lens digital cameras with 35mm full-frame image sensors and optical in-body image stabilisation
- ⁴⁸ Not guaranteed to be 100% dust and moisture proof
- ⁴⁹ Sold separately

⁵⁰ Sony will roll out availability of Creators' App, Cloud Storage, Master Cut (Beta), Ci Media Cloud and Discover progressively in Asia Pacific and the rest of the world, thus availability of and availability timing of services will vary by region and country.

⁵¹ Supported in Catalyst Browse/Prepare Version 2020.1 or later. Image stabilisation metadata that can be used by Catalyst is generated when using a Sony E-mount lens with the camera's optical image stabilisation set to [OFF] or [Active].

⁵² These features may not be usable in some countries or regions. For details, refer to Service Availability by Country/Region here <https://support.d-imaging.sony.co.jp/app/cpplugin/>

⁵³ When streaming via USB maximum image resolution is 3840 x 2160 and maximum frame rate is 30 fps. The OS of the computer or smartphone used must be compatible with UVC/UAC. Use the most up-to-date OS available for your device. A commercially available USB cable and/or terminal adaptor may be used to connect to equipment with a USB Type-C port. When connected via USB2.0, maximum image resolution is HD (720p) and maximum frame rate is 30p.

⁵⁴ Fabric and pile

⁵⁵ Recycled material may not be available depending on the time of production

⁵⁶ Not including materials used in coatings and adhesives. Natural non-woven fabric may not be available during some production periods

⁵⁷ The initial shipping setting is English and can be changed to 10 different languages in the menu