

SONY

Press Release

Sony Announces “BURANO”, the Newest Addition to CineAlta Family of High-end Digital Cinema Cameras

BURANO combines outstanding cinematic images and exceptional mobility for single camera operators and small crews



Hong Kong, September 12, 2023 – Sony is pleased to announce the new [BURANO](#) camera as part of the CineAlta lineup – the company's top line of digital cinema cameras. The new BURANO features a sensor that matches the colour science of the VENICE 2 and is specially designed for single-camera operators and small crews. This camera combines exceptional image quality with high mobility and is the world's first¹ digital cinema camera with a PL-Mount to feature in-body image stabilisation. In addition, the compact housing includes for the first time both a thinner-than-before electronically variable ND filter structure alongside the optical image stabilisation mechanism, a technological feat never achieved previously. When removing the PL lens mount, the camera can be used with E-mount lenses and supports fast hybrid AF and subject recognition AF, even perfect for fast-moving subjects.

Main Features: Powerful 8.6K Full-Frame Sensor

Using the widely appreciated colour science of the VENICE cameras, BURANO features an 8.6K full-frame sensor that shares most of the VENICE 2 specifications enabling it to work alongside that camera in all types of productions. The sensor features dual base ISO of 800 and 3200 and 16 stops² of latitude to produce stunning images even in the most challenging lighting conditions.

Like all cameras in Sony's full-frame Cinema Line, BURANO will have the ability to shoot at full-frame, Super 35, and also features a desqueeze function for anamorphic lenses. It can film at frame rates including up to 8K at 30 frames per second, 6K at 60 frames per second or 4K at 120 frames per second³.

BURANO features a compact and lightweight body for high mobility, approximately 32mm shorter and 1.4kg lighter than the VENICE 2 camera. BURANO is housed in a rugged magnesium chassis, making it suitable for filming in the most challenging environments. The camera and accessory packaging bags materials are made primarily of plant-based cellulose⁴ instead of plastic as part of Sony's efforts to be environmentally conscious. Moreover, a moulded pulp cushion is used on the camera as the cushioning material, thus not using expanded polystyrene.

Built In Optical Image Stabilisation

BURANO is the world's first digital cinema camera with PL-mount to support in-body image stabilisation. With a newly developed image stabilisation mechanism and control algorithm that leverages the advanced image stabilisation technology cultivated in the Alpha™ series of mirrorless interchangeable-lens cameras, unwanted camera shake, such as movement from shooting handheld or walking, can be corrected when shooting with an E-mount or PL-mount lens.



Variable ND Filter for added control and exposure optimisation.

BURANO is equipped with an electronic variable ND filter from 0.6 to 2.1, enabling easy adjustments in various lighting conditions. In addition, the electronic variable ND filter allows control of the depth of field with the iris and adjusts to the optimum exposure without changing the depth of field.

E-mount lenses for an increased choice

More than 70 E-mount lenses can use the excellent image stabilisation function cultivated with Alpha™, as well as Fast Hybrid AF that combines the benefits of phase detection and contrast detection method and are also compatible with high-precision Subject Recognition AF using AI. Using an E-mount lens further reduces the weight and size of the camera.

Updated Body Design for greater ergonomics

BURANO also includes design improvements based on feedback from the filmmaking community. For example, all menu buttons are positioned on the camera operator's side. Additionally, tally lamps are placed in three locations to make it easier for the surrounding crew to check the shooting status. The 3.5-inch multi-function LCD monitor can be used as a viewfinder, for touch focus, or menu control. The BURANO also comes equipped with an optional robust T-handle, viewfinder arm, two 3-pin XLR audio inputs, and a headphone terminal (stereo minijack), convenient for solo operation.



Recording Formats for added workflow flexibility.

The BURANO can record from HD to 8K depending on the resolution, aspect ratio, and codec. BURANO supports multiple internal recording formats, such as the new [XAVC H™](#) for 8K, which uses the MPEG-H HEVC/H.265 high compression efficiency codec. Other recording formats include XAVC and X-OCN LT. X-OCN is Sony's original compressed RAW format that can capture information shot with 16-bit linear data, which gives filmmakers more freedom in post for colour grading. X-OCN LT can reduce file transfer time and storage size load, making post-production workflows more efficient than standard versions of RAW data.

BURANO is also equipped with two new CF express Type B memory card slots and supports VPG400, which can sustain high bitrate writing of video data, including X-OCN LT 8K. Sony will also be releasing in 2024 Spring new compatible CFexpress Type B memory cards, CEB-G1920T (1920 GB)/CEB-G960T (960 GB).



Versatile and Efficient Production Ecosystem

BURANO supports various log recording modes including S-Gamut3 and S-Gamut.Cine, which are colour spaces that cover a colour gamut exceeding BT.2020 and DCI-P3. BURANO can reproduce the same colour as all cameras in Sony's Cinema Line, including the VENICE 2. This allows filmmakers to match cameras within the line.

BURANO comes with four new cinematic looks⁵: Warm, Cool, Vintage, Teal, and Orange, in addition to supporting industry standard s709 and 709 (800%) Look Up Tables (LUTs).

Furthermore, like the VENICE series amongst others, BURANO can be used for virtual production using large screen LED displays such as Sony's Crystal LED VERONA. The camera also features gen-lock.

Sony will be releasing separately the GP-VR100 Grip remote control for the BURANO's main unit, to control the zoom lever and recording start / stop button, particularly useful in solo shooting set ups.

BURANO will support the S700 protocol over ethernet and a 1.5x de-squeeze display function when using anamorphic lens by summer 2024. Further updates based on user feedback and suggestions will be rolled out in the future⁶.

Continuous enhancement of Cinema Line in both hardware and software

[Cinema Line](#) is a series of camera products for content creators, which delivers not only the coveted cinematographic look cultivated through extensive experience in digital cinema production, but also the enhanced operability and reliability that meet discerning creators' various needs. Set to

continuously evolve, Cinema Line currently includes the high end CineAlta cameras VENICE, VENICE 2, BURANO, as well as the various FX models and the unique FR7 PTZ camera.

From a software perspective, the newly launched mobile app, Monitor & Control⁷, part of the Sony Creators' Cloud can be used with the FX3, FX30 amongst others. The app, designed with visual creators in mind, enables wireless video monitoring, support for high-precision exposure determination using false colour and waveform monitors, and intuitive focus operation of compatible cameras, on the screen of a smartphone or tablet. BURANO will also be compatible with this app.

For more details, please visit the Monitor & Control's website and download the app for free [here](#).

The current compatible cameras for this app are FX3, FX30, FX6, and BURANO will also be compatible in the future. It will also be compatible with Alpha 1 and Alpha 7S III, the Interchangeable Lens Camera from March 2024 or later. The number of compatible cameras will be expanded gradually. The camera needs a software update as below.

FX3 (Ver. 4.00~)

FX30(Ver. 3.00~)

FX6 (Ver. 3.00~)

For more details on the compatibility of Monitor & Control App, please visit the support page [here](#).

Pricing and Availability

The BURANO, CFexpress Type B memory cards CEB-G1920T (1920 GB) and CEB-G960T (960 GB) will be available in Asia Pacific from March 2024 or later at HK\$216,990, HK\$15,990 and HK\$7,990 respectively.

Product introduction and specification can be viewed [here](#).

A product video on the BURANO can be viewed [here](#).

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

About Hong Kong Marketing Company

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¹ As of September 2023, based on Sony research, among cameras with standard equipped PL mount.

² S-Log3 shooting. Sony measurements.

³ Please check BURANO product website [here](#) for details on image scan modes.

⁴ Excludes materials used in coatings and adhesives. Depending on the production period, plant-based non-woven fabrics may not be available.

⁵ In Cine EI mode

⁶ Please visit for details: <https://pro.sony/products/professional-cameras/cinematography-burano-firmware-roadmap>

⁷ The Monitor and Control app will see its compatibility expand to cover models outside Cinema Line, with different functions available for each model. Further details at www.sony.net/ccmc.