

SONY

Press Release

Sony Announces Latest Premium Smartphone Xperia 1 VI

Uses the latest AI technology to enhance the camera and display plus a powerful new telephoto zoom lens for high-quality pictures from any shooting distance



Khaki Green



Black



Platinum White

Hong Kong, May 15, 2024 – Sony introduces the premium smartphone [Xperia 1 VI](#) equipped with a telephoto optical zoom lens that enables long distance shooting in superb detail up to x7.1 zoom, using a wide and user friendly focal length from 85mm to 170mm¹. The advanced optical zoom lens of this camera impeccably preserves skin tones and facial expressions, ensuring the creation of captivating professional portraits with exquisite bokeh effects. Furthermore, this cutting-edge lens facilitates telephoto macro photography with a remarkable maximum magnification of approximately 2x, enabling the capture of intricate details beyond the reach of the unaided eye, rendered in stunning high definition. The new lens's high-definition capabilities will expand the scope of creative expression.

The Xperia 1 VI features the image sensor "Exmor T for mobile" offering excellent low-light performance, high speed AF (autofocus) using AF tracking with human pose estimation powered by AI, and AI image adjustment technology "Powered by BRAVIA[®]" that reproduces the image quality of Sony's TV BRAVIA on the Xperia™'s display. Sony's cutting-edge technologies, which have been honed by working closely with creators and listening to their feedback, is used to enhance the shooting and viewing experience with Xperia™.

Zoom into Wonder

Now offering x7.1 zoom – the telephoto optical zoom lens has a focal length of 85mm to 170mm¹ and telephoto macro photography with a maximum magnification of approximately 2x.



This lens utilises optical zoom, facilitating significant magnification and the capture of high-definition images of distant subjects with uncompromised image quality for both tele-macro and portraiture photography. Additionally, telephoto macro photography, leveraging the zoom lens structure for close-up shots, empowers users to seize images characterised by crisp detail and pronounced bokeh, surpassing the visual acuity of the naked eye. This capability extends to capturing intricate details, such as a flower's centre delivering powerfully expressive results for the user.

Newly equipped with AF tracking with human pose estimation – an AI feature cultivated with Alpha™ series cameras



The rear camera integrates AI technology to recognise the human skeleton, enabling precise AF tracking even in challenging shooting scenarios due to potential obstructions that conceal the subject's visibility. This advanced functionality ensures consistent and accurate tracking, optimising image capture in a diverse series of environments.

24mm¹ wide-angle lens equipped with image sensor "Exmor T for mobile"



Capturing clear, low-noise images across a spectrum of shooting environments, from daylight to nighttime, indoors to outdoors, is effortlessly achieved with this camera. Equipped with the capability to shoot at double the optical magnification of 48mm¹, it faithfully reproduces the intricate nuances of human skin tone, texture, and scenery alike, ensuring vivid and lifelike portrayal in both video recordings and still imagery.

A new camera app that allows users to express themselves in a simple and intuitive manner



The Xperia 1 VI camera app has undergone a significant update, featuring a user-friendly interface designed for seamless navigation. This enhancement prioritises convenience without compromising on the array of creative tools available, such as special shooting modes like PSM and customisable colour presets like 'Creative Look', which are commonly used by creators. Moreover, with touch tracking now capable of automatically setting brightness and colour adjustments, alongside the introduction of the new Pro video mode offering detailed settings² control for video capture, users can effortlessly capture both photos and videos with intuitive control and precision.



A new and smarter display and speaker

High-definition display with two new technologies "Powered by BRAVIA™" and "Sunlight Vision"



The renowned high image quality synonymous with Sony's BRAVIA TVs is faithfully replicated on the Xperia's display. Harnessing colour data equivalent to an impressive 1 billion colours, Xperia's proprietary AI technology enhances image quality precision.

For ease of watching in bright conditions, its brightness is also boosted by approximately 1.5x. Furthermore, with the "Sunlight Vision" feature, visibility under direct sunlight is significantly improved, enhancing the enjoyment of high-definition image viewing.

Superior Audio Quality with full-stage stereo speakers



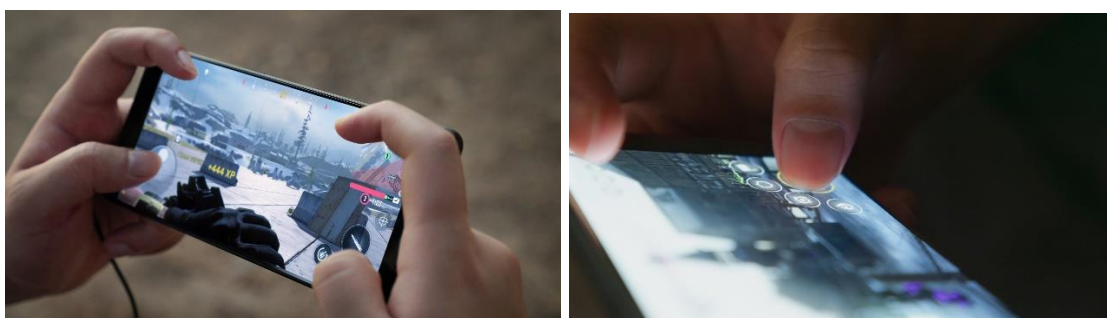
The speaker unit's performance has undergone significant enhancements. Through the reduction of distortion at high volumes and optimisation of low-frequency output, there's been a marked increase in the sound pressure level, resulting in a more impactful and immersive audio experience.

Headphone connection with high quality sound and no interruptions



Experience High-Resolution sound³ through both the wired connection using the 3.5mm audio jack but also wirelessly via Bluetooth⁴. When paired with select wireless headphones, activating the AAC (Advanced Audio Coding) Connection' mode enhances sound quality further, even in bustling urban environments, ensuring uninterrupted music enjoyment.

High performance for extended hours of gaming and video playback



New feature of Game Enhancer: "FPS Optimizer"

FPS Optimiser dynamically optimises CPU usage and frame rate based on the gaming environment. Touch input has been refined, offering three tracking speeds and two levels of tap accuracy, ensuring an unparalleled gaming experience for both gameplay and live streaming where the swiftest of reactions are a must. Snapdragon[®] 8 Gen 3 Mobile and its Snapdragon Elite Gaming^{™5} features support fast and smooth gameplay and video viewing.

Extraordinary performance with 2 days battery⁶ and the latest Wi-fi 7⁷

In addition to the use of a vapor chamber heat-dissipating component and a new display with low power consumption, unique power efficiency technology enables continuous video playback for over 36 hours⁸, approximately twice as much as previous models⁹. Not only does it support rapid charging, achieving approximately 50% capacity in just 30 minutes, but Sony's proprietary charging optimisation technology also safeguards against battery degradation. The longevity of our batteries has been further extended, with the period for maintaining 80% of maximum capacity now spanning from 3 years to 4 years, ensuring prolonged usage without concerns over battery performance. In addition, it also supports the new wireless standard Wi-Fi 7⁷. This latest communication standard enables high-speed data exchange, enhancing the user experience.

Other features

Attractive, functional design, with dedicated shutter button



The shutter button has been enlarged, and the operation feels more like that of a dedicated camera. With rapid camera startup and precise autofocus activated by a half-shutter press, every photographic moment is swiftly seized, leaving no opportunity missed. Additionally, the functional tactile design on the back of the device is unique to Xperia 1 series, combining a stable grip with a stylish design.

Accessibility

Xperia 1 VI includes a function that uses sounds to inform users the camera's horizontal measurement information during shooting. Additionally, Sony has introduced unique enhancements to Android's 'TalkBack' function, ensuring menus on the display are read out in a user-friendly sequence, enhancing accessibility for all users.

Environmental initiatives



The product box and main tray of Xperia 1 VI are made from Sony's Original Blended Material, comprising bamboo, sugar cane, and recycled paper, making it possible to achieve individual packaging that is completely plastic-free¹⁰. In addition to Sony's ongoing efforts to reduce plastic, plastic tape used to seal shipping cartons has been replaced by paper to make packaging more environmentally friendly.

Furthermore, approximately 85%¹¹ of the raw materials for some of the parts used inside and outside the main body are environmentally friendly resins (recycled resins, plant-based resins, etc.), including SORPLAS™, a flame-retardant recycled plastic developed by Sony.

Style Cover with Stand for Xperia 1 VI (XOZ-CBEC)

Xperia 1 VI's dedicated cover features a bottom grip for effortless handling and steady shooting. With the newly bundled ring strap that can be attached to the cover, stability is further enhanced. Moreover, the stand supports both horizontal and vertical orientations for added convenience. The back of the cover mirrors the functional tactile design found on the back of the Xperia 1 VI, ensuring that even

with the cover attached, the device's original design remains uncompromised. There are 3 colours¹² to match the main body. SORPLAS is used as part of the raw material for this cover¹³.

Pricing and Availability

Xperia 1 VI will be available from 22 May 2024, price at HK\$9,699 for 256GB and HK\$10,499 for 512GB.

Pre-order offer

From 3PM on May 15, the Xperia 1 VI 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. Details of the special offers are as follows:

| Model | Pre-order Period | Premium* | Upgrade Offer [#] | Existing Xperia User offer [^] |
|---|-------------------------------------|--|---|---|
| Xperia 1 VI | From 15 May 2024 3PM to 21 May 2024 | <ul style="list-style-type: none"> Style Cover with Stand (worth HK\$290) | <ul style="list-style-type: none"> Free Linkbuds S (retail price HK\$999) OR Addition of HK\$999 upgrade to: <ul style="list-style-type: none"> WF-1000XM5 Wireless Noise Cancelling Headphones (retail price at HK\$2,490) Vlog Package (includes a Vlog Monitor and Shooting Grip, retail price HK\$3,080) | Supermarket Coupons worth HK\$500 |
| <p>* Specified colors, limited quantity while stock last, promotion period until May 31, 2024 [#] Customers need to complete the Xperia 1 VI gift redemption registration online and redeem at the gift redemption center before June 15. For details, please visit https://www.sony.com.hk/campaigns/store_promo/#xperia. Staff will check the warranty record at My Sony and Sony reserves the right to make final decision to change the terms and conditions of the offer. [^] Applicable to Xperia 1, Xperia 5 and Xperia PRO-I warranty holders</p> | | | | |

A product announcement video on the new Xperia 1 VI can be viewed [here](#).

Full product video can be viewed [here](#).

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

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 35mm full-frame equivalent

² Planned to be delivered at the next Android OS version update.

³ Only applicable when using high-resolution (wired) or headphones that support LDAC™ (wireless).

⁴ Compatible models (as of the date of announcement): Non-LDAC compatible headphones such as "WF-C700N" and "WF-L900". Other non-LDAC compatible models and LDAC compatible models will be added progressively.

⁵ Snapdragon and Snapdragon Elite Gaming are products of Qualcomm Technologies Inc. and/or its subsidiaries. Snapdragon and Snapdragon Elite Gaming are trademarks or registered trademarks of Qualcomm Incorporated.

⁶ The results from tests conducted by Sony under the following conditions: daily usage of 360 minutes for internet browsing, video playback, gaming, and other functions, with 1080 minutes of standby time, based on a median Xperia user's battery usage profile. The actual battery performance may vary depending on your usage and environment.

⁷ Wi-Fi 7 is scheduled to be supported through a firmware update after autumn 2024.

⁸ The results from tests conducted by Sony under the following conditions: playback of video stored in internal memory on a typical video playback app, with Wi-Fi® and LTE connections, audio output via Bluetooth®, and default settings at the time of shipment. The actual playback time may vary depending on your usage environment and conditions.

⁹ Comparison with Xperia 1 V

¹⁰ Packaging refers to the individual product box, as well as components such as in-box trays, spacers, wraps and sleeves. Excludes materials used in coatings and adhesives.

¹¹ Recycled material rate is estimated based on weight ratio (environmentally conscious resin = does not include recycled materials, plant-based resins, electrical parts, or glass fiber). Materials may change depending on the season.

¹² Colours and availability will differ depends on the region.

¹³ Exclude the stand.