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Press Release

Sony Announces the Next-Generation ZV-E10 II and E PZ 16-50mm F3.5-5.6 OSS II Lens Kit



The Newest APS-C Camera in Sony's ZV Series Brings Highly Requested Features and Updates

Hong Kong, July 11, 2024 – Sony launches the [ZV-E10 II](#), the second generation of the ZV-E10 camera. The original ZV-E10 is a staple APS-C camera in Sony's ZV content creation camera series, designed to provide an easy, compact, and versatile tool for content creators of any level. The new ZV-E10 II maintains all the features creators love about the original, such as Creative Looks, Product Showcase Setting, Background Defocus function and the vari-angle flip screen and builds on it to increase sophistication and ease of use.

The ZV-E10 II's internal hardware has been improved from its predecessor with an upgraded 26 megapixel (MP) (approx. effective) Exmor R™ CMOS sensor and adoption of Sony's latest BIONZ XR™ image processing engine. A few additional updates to this model include improved autofocus and video capturing capabilities: Cinematic Vlog Setting¹, a new vertical format user interface (UI), an upgraded large-capacity battery Sony Z battery for improved stamina and improved connectivity for easy live streaming and data transfer. It is compact and lightweight, and fits into a creator's hand with ease, weighing in at approximately 377 grams².



In addition, the [E PZ 16-50mm F3.5-5.6 OSS II](#) (SEL16502) is announced, a compact APS-C power zoom lens which will be available separately or as part of the ZV-E10 II's lens kit. The upgraded kit lens is lightweight and offers improved autofocus (AF) and video performance compared to the first-generation model.

Create Your Own Photos and Video Aesthetics



Film (FL)



Instant (IN)

The ZV-E10 II features two key functions designed to produce premium-looking content straight from the camera, Creative Looks and Cinematic Vlog Setting. When shooting videos and still images, users can instantly enhance their images by selecting from ten Creative Look options: Standard (ST), Portrait (PT), Neutral (NT), Vivid (VV), Vivid 2 (VV2), Film (FL), Instant (IN), Soft Highkey (SH), Black & White (BW), and Sepia (SE). Each of these looks are further customisable and can be edited through eight different parameters, allowing creators to fine-tune their content. Once customised, a creator can save six personal custom styles directly in camera for easy and reuse.

The ZV-E10 II allows creators to producer premium, cinematic video content with a single touch using the Cinematic Vlog Setting. This feature automatically adjusts the aspect ratio, frame rate, and AF transition speed to optimal settings for cinematic video capture. Additionally, Creators can enhance their footage by selecting from five “Looks” such as S-Cinetone™ that enhances skin tones, and applying one of four “Moods”³, that emphasise specific colours, offering extensive options to maximise creative expression.

Key Camera Specifications

- 759-point Focal Plane Phase-detection AF⁴ with Real-time Eye AF for Human/Animal/Bird and Real-time Tracking
- Backside illuminated Exmor R CMOS sensor offering an ideal combination of high sensitivity and low noise with an ISO range from 100 to 32000⁵
- APS-C interchangeable lens camera compatible with over 70 Sony E-mount lenses
- High-speed readout, 5.6K oversampling compresses a vast amount of information into stunning 4K footage at up to 60p⁶
- Active Mode⁷ electronic image stabilisation employs a precision gyroscope and advanced algorithm to accurately measure and compensate for camera shake, providing highly effective stabilisation without sacrificing mobility, even when shooting 4K
- Upgraded large-capacity Z battery (NP-FZ100), allowing continuous movie recording⁸ for up to 195 minutes per charge.

Additional Features to Streamline Content Creation



- New Vertical User Interface (UI) that auto rotates from horizontal to vertical orientation to streamline vertical content creation. When paired with the vari-angle LCD monitor users can create and view their content from any angle
- With 4K 60p capture and up to 120p capture in clear XAVC-S Full HD quality, the user can record stunning motion sequences using the S&Q mode⁹ at 5x slow motion (24p playback)
- Product Showcase Setting which delivers convenient shooting of product review videos with smooth focus transitions from your face to the item being highlighted.
- Background Defocus Function to adjust the depth of field and create bokeh within the background with a single touch.
- Face Priority Auto-Exposure immediately detects faces and adjusts the exposure to optimise facial brightness, even while actively recording in changing lighting scenarios
- Soft Skin Effect smooths the appearance and reduces blemishes on the subject's skin
- Stress-free connectivity with the USB 3.2 Type-C® (SuperSpeed USB 5 Gbps) port also allows high-speed wired transfer to a compatible smartphone or PC through the Creators App for easy post-production and sharing on social media¹⁰
- Time-lapse sequences¹¹ can be created in-camera and the exposure interval can be set from 1 second to 60 seconds¹²
- Advanced, onboard 3-capsule microphone with selectable directivity (previously debuted in the ZV-E1) for capturing clear, high-quality audio. Users can select "Auto" or choose from "Front", "Rear", or "All Directions" for the audio directivity depending on the environment and recording scenario settings
- Supplied with the camera, is a windscreen to reduce noise when shooting in windy conditions
- Multi-Interface (MI Shoe) allows for simple connection to an external microphone for additional audio options, if needed
- Livestream through the support of 5 GHz¹³ Wi-Fi connectivity
- Sony's Screen Reader function¹⁴, which reads menus and video playback screens aloud to assist operations, and a menu Magnify Display function are included to provide accessibility solutions

Designed with Environmentally Friendly Principles in Mind

The ZV-E10 II camera body is made from recycled materials, including SORPLAS™¹⁵, reducing environmental impact without sacrificing functionality. The individual packaging is made from Sony's unique recycled paper "Original Blended Material" that uses materials such as bamboo, sugar cane

fibre, and recycled paper collected from the market. Over the past 11 years, Sony has replaced approximately 395 tons¹⁶ of virgin plastic with recycled plastic in digital cameras and digital video cameras.



Main Features of the Versatile E PZ 16-50mm F3.5-5.6 OSS II



The E PZ 16-50mm F3.5-5.6 OSS II is Sony's 75th E-mount lens and an ideal kit lens solution for the new ZV-E10 II due to its compact size and versatile range (35 mm full-frame equivalent focal length: 24-75 mm). High resolution performance is achieved by four aspherical elements and one ED (Extra low Dispersion) element in an effective optical design. With a minimum focusing distance of 9.8 inch (0.25 m) (wide)/ 11.8 inch (0.30 m) (tele) and maximum magnification of 0.215x, the E PZ 16-50mm F3.5-5.6 OSS II offers versatile close-up performance to capture details. The E PZ 16-50mm F3.5-5.6 OSS II retracts to a total length of approximately 1.25 inches (31.3mm) when camera power is turned off. Due to its diminutive size and low weight of approximately 3.8 oz. (107 grams), it is a portable lens that can support day-to-day shooting.

Smooth, useful power zoom is ideal for movie shooting, and AF is available even while zooming. Built-in optical stabilisation works with in-body stabilisation¹⁷, including Active Mode, to minimise blur in movies. The E PZ 16-50mm F3.5-5.6 OSS II supports in-body breathing compensation¹⁸ to minimise shifts in angle of view while focusing for smooth, stable footage.

Availability

The **ZV-E10 II** will be available from 2 August 2024 at HK\$7,690. A new kit featuring the **ZV-E10 II** and **E PZ 16-50mm F3.5-5.6 OSS II** will also be available from 2 August 2024 at HK\$8,690. The **E PZ 16-50mm F3.5-5.6 OSS II** in black will be available from 2 August 2024 at HK\$2,490.

Order Now

From 11 to 23 July 2024, the **ZV-E10 II** 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 ordering will enjoy the following special offers:

Model	Retail Price	Premium	Special Offers
ZV-E10 II (Body Only, Black / white)	HK\$7,690	SF-M SERIES UHS-II 128GB SD CARD (worth HK\$599)	<ul style="list-style-type: none">• Extra HK\$2,590 for ECM-W3 Dual-channel wireless microphone (Suggested retail price HK\$3,290)• Extra HK\$790 for Shooting Grip with wireless remote commander GP-VPT2BT (Suggested retail price HK\$1,090)• Extra HK\$4,290 for SEL15F14G lens (Suggested retail price HK\$5,990)• Extra HK\$4,290 for SELP1020G APS-C power zoom lens (Suggested retail price HK\$5,990)
ZV-E10 II with SELP16502 kit set	HK\$8,690		
SELP16502 APS-C power zoom lens (Black only)	HK\$2,490		

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

For detailed product information, please visit [here](#) for ZV-E10 II.

For detailed product information, please visit [here](#) for E PZ 16-50mm F3.5-5.6 OSS II.

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

About Hong Kong Marketing Company

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¹ Available in the movie and S&Q modes. Not available for XAVC S-I 4K recording in S&Q mode.

² Weight included with battery and SD card.

³ Mood is not available when the [Mono] Look is selected.

⁴ When shooting stills. The number of AF points depends on the shooting mode.

⁵ Expandable to ISO 50 - 102400 when shooting stills. ISO range is 100 - 6400 when SteadyShot is set to Active.

⁶ Recording frame rates are listed as integer values, but the actual frame rates are as follows: 24p = 23.98 fps, 30p = 29.97 fps, 60p = 59.94 fps, and 120p = 119.88 fps.

⁷ Slight image crop in Active Mode. Active Mode is not available when recording at frame rates of 120 fps/100 fps or higher, including S&Q. ISO range is 100 - 6400 when SteadyShot is set to Active in movie mode.

⁸ When the battery is fully charged, using the E PZ 16-50mm F3.5-5.6 OSS II and recording in XAVC S HD 60p 50M 4:2:0 8-bit. Actual performance varies based on settings, environmental conditions, storage, and usage. Batteries are consumable products and their capacity degrades over time as they age. Sony does not guarantee the life span of the battery.

⁹ Audio recording is not available in the S&Q mode.

¹⁰ The Creators' App is required for transfer to a smartphone. Visit <https://www.sony.net/cca/> for information on regional availability. The server info and stream key for the streaming service to be used must be registered before use. Download app at Google Play and the App Store. Network services, content, and operating system and software subject to terms and conditions and may be changed, interrupted or discontinued at any time and may require fees, registration and credit card information.

¹¹ Shooting time will vary according to conditions. Use the [Interval Timer] function to shoot time-lapse sequences at long intervals (e.g. 10 minutes or more).

¹² Maximum shooting interval is 6 seconds when shooting 4K.

¹³ 5GHz communication may be restricted in some countries and regions.

¹⁴ Supported languages differ depending on the sales region.

¹⁵ Depending on the time of production, SORPLAS™ may not be used for some parts.

¹⁶ According to Sony. Recycled materials used for product bodies and accessories from April 2012 to March 2023.

¹⁷ See camera compatibility (Image stabilisation with body-lens coordinated control) info at: <https://www.sony.net/dics/fnc1002/>

¹⁸ Please refer to support page; https://support.d-imaging.sony.co.jp/www/cscs/function/compatibility.php?area=jp&lang=en&cs_ref=slct_lang&fnc=1001